



Attachment 6: Cancer Advocate Triad Discussion Recruitment Screener

Public reporting burden for this collection of information is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0046-16). Do not return the completed form to this address.

Summary Table

Group	Location	Date/Time	Audience
#1	Nationwide	TBD	Advocates
#2	Nationwide	TBD	Advocates
#3	Nationwide	TBD	Advocates
#4	Nationwide	TBD	Advocates

Recruitment:

Recruit 3 participants for each triad discussion.

INTRODUCTION

Good morning/afternoon/evening. My name is _____, and I'm working with **[NAME OF FACILITY]** in **[LOCATION]**. I'm calling today on behalf of the National Cancer Institute or NCI. NCI is conducting a study on advocates' opinions and perspectives about topics related to cancer. We are looking for people to take part in small discussion groups through a telephone conference call. We are not selling any products or services. Everyone who is eligible and participates will be paid **\$(amount)** as a thank you for your time.

Specifically, we are interested in learning more about cancer advocates' reactions to some early ideas we are considering for NCI's website, cancer.gov. We are hoping you or someone from your organization who works in communications, education, or outreach will be willing to view information on NCI's Web site and share thoughts on how we can make the information more useful. We will also ask about the kinds of professional resources, web sites, collaborative tools, and patient education resources and materials you have found helpful in your work.

The discussion groups will be held on **[Dates]** and the conference call will last no more than one hour. I would like to ask you some questions to see if there is a discussion group that you could join. These questions will only take a few moments to answer. Do you have a few moments now to answer a few questions?

[If they do not have time now, ask if there is a time when they would be able to talk or a better phone number to use.]

When would be a better time for you? _____ **[Record and re-contact]**

1. Are you currently working as a cancer advocate?

Yes..... _____
No **[Terminate]** _____

(Recruit only current cancer advocates.)

2. And, you currently work at _____? **[Confirm the name of the organization where the participant works. We should know this in advance of contact.]**

[Record confirmed organization] _____

3. How many years have you worked in cancer advocacy?

[Record years] _____

4. What is your title or position at the organization where you work?

[Record position] _____

(Recruit only 1 participant from any given institution.)

5. What cancer, part of the cancer journey (such as diagnosis, treatment, screening survivorship), or special population do you focus on in your advocacy work?

[Record advocacy focus] _____

6. Which of the following are a *regular* part of your job responsibilities? **[Read each response below and check all that apply.]**

- a. Communications (Internal or external)..... _____
b. Patient education..... _____
c. Outreach _____
If outreach ask whether to patients, the research community, or both _____

[Terminate if none of the above are checked.]

(Recruit participants whose job responsibilities *regularly* include communications, patient education, and/or outreach to patients and/or the research community)

7. How often over the past 6 months have you personally gone on the Internet to search for information related to your cancer advocacy work? This includes any use of the Internet as a professional resource, for funding, or for product or treatment information.

- Never / Not at all **[Terminate]** _____
Less than once a month **[Terminate]** _____
About once a month _____
Several times a month _____
Several times a week _____

8. We are going to ask you to look at some material on your computer using GoToMeeting, a program that will let all of the people participating in the group discussion see the same thing. Will you be able to use this product while participating in the discussion?

- Yes..... _____
Not Sure..... _____
No..... **[Terminate]** _____

(Recruit only those who will or may be able to use GoToMeeting)

9. Are you comfortable talking about issues related to cancer information and research funding in a small group of cancer advocates?

Yes..... _____
No..... [Terminate] _____

(Recruit only those who are comfortable talking about this topic.)

9. Finally, in the past year have you participated in any market research or other projects where you discussed topics related to cancer or cancer advocacy?

No [Invite to group] _____
Yes [Terminate] _____

10. **[DO NOT ASK. RECORD WHETHER RESPONDENT IS MALE OR FEMALE.]**

Female..... _____
Male..... _____

*****TERMINATE LANGUAGE:** "Thank you for taking the time to answer our questions. Unfortunately, the category you fall into is currently full. If it should open back up, may we call you back?"

INVITE TO INTERVIEW

Thank you for answering my questions. As I mentioned, the National Cancer Institute is interested in learning more about cancer advocates' reactions to some early ideas we are considering for NCI's website, cancer.gov. We will also ask about the kinds of professional resources, web sites, collaborative tools, and patient education resources and materials you have found helpful in your work.

To compensate you for your time, you will be mailed a check for \$100 after participating in the discussion group. This is not a sales effort of any kind and no one will call on you as a result of your participation.

I would like to invite you to participate in a telephone discussion group with two or three other cancer advocates and a moderator. The discussions will last about one hour. Groups are scheduled to take place on **[Date]** at **[Time]**, and you will need to be in front of a computer during the call. We will send you a meeting invitation using GoToMeeting. Can we schedule your participation?

Before we hang up, let me get the correct spelling of your name, your address so we can mail you your check, email address, and phone numbers so we can give you a reminder call the day of the group. You will receive an email today confirming your scheduled participation, along with the toll-free conference call-in information for the discussion. Prior to the discussion, we will

send you an email with some information for you to refer to on the call. We will also send you a GoToMeeting test invitation. This will allow us to test out the connection before the actual discussion. When would be a good time for us to test the connection with you?

CONTACT AND SCHEDULING INFORMATION

Name: _____

Address: _____

City: _____

State: _____

Zip Code: _____

Email: _____

Phone: (DAY) _____

(CELL) _____

Thanks again for your time and for agreeing to participate in a call.