

Supporting Statement, Section B (0925-0530)

**National Center for Complementary and
Alternative Medicine**

Communications Program Planning

Request for Extension

Refer questions to:

Christy Thomsen

Director, Office of Communications and Public Liaison
National Center for Complementary and Alternative Medicine
31 Center Drive, Room 2B-11
Bethesda, MD 20892-2182
Telephone: 301-594-1873
Fax: 301-402-4741
E-mail: thomsenc@mail.nih.gov

Table of Contents

<u>Introduction</u>	3
<u>B.1. Respondent Universe and Sampling Methods</u>	3
<u>B.2. Information Collection Procedures/Limitations of the Study</u>	4
<u>B.2.1. Statistical Methodology for Stratification and Sample Selection</u>	4
<u>B.2.2. Estimation Procedure</u>	5
<u>B.2.3. Degree of Accuracy Needed for the Purpose Described in the Justification</u>	5
<u>B.2.4. Unusual Problems Requiring Specialized Sampling Procedures</u>	5
<u>B.2.5. Use of Periodic (Less Frequent Than Annual) Data Collection Cycles</u>	5
<u>B.3. Methods for Maximizing the Response Rate and Addressing Issues of Nonresponse</u>	5
<u>B.4. Tests of Procedures or Methods</u>	5
<u>B.5. Names and Telephone Numbers of Individuals Consulted</u>	5

Section B

Introduction

For most data collection methodologies proposed for use under this clearance request, no formal statistical methods are employed. With each new data collection, a description of the sampling plan, methodologies, procedures, and pretesting specific to that collection will be included in the submission package described in the Introduction to Section A.

B.1. Respondent Universe and Sampling Methods

As described above, for most data collection methodologies used under this clearance request, no formal statistical methods are employed. An overview of typical recruitment and sample selection methods for the proposed types of data collection follows; details about the respondent universe and sampling methods will be submitted to OMB in conjunction with specific data collection requests.

Individual In-depth Interviews. Individual in-depth interviews are used for pretesting or pilot testing public service announcement concepts, draft materials, and communication strategies when the information in question requires in-depth probing or when individual rather than group responses are considered more appropriate. Respondents for in-depth interviews are recruited to represent members of the target audience for the particular public service message or print material being tested. They are also recruited based on meeting other appropriate screening criteria, including their willingness to be interviewed. Specific written instructions in the form of a screening questionnaire are used during the recruitment process. A maximum of nine in-depth interview studies is anticipated over the 3-year clearance period (an average of three studies per year). The scale of the studies will depend on the nature of the data collection. However, it is estimated that each study will include an average of 10 respondents.

Focus Group Studies. Focus groups, or group interviews, are used to obtain insights into target audience perceptions, beliefs, and attitudes in the early stages of the communication process (i.e., in concept, strategy, and materials development). Focus groups are usually composed of 8 to 10 people who have characteristics similar to the target audience or subgroups of the target audience. Focus group recruitment firms will be responsible for recruitment of respondents based on specifications provided by NCCAM. Specifications will be tailored to the data collection and will include parameters such as:

- Required number of participants
- Demographic characteristics of the target audience
- Required starting sample size (based on estimated response/attrition rate for the population)

The proposed data collection estimates a total of six focus group studies (two studies per year).

Intercept Interviews. Intercept interviews involve positioning interviewers at a central point or location commonly used by individuals who comprise the desired target audience. In an intercept interview, people are randomly asked to participate to test a message or strategy about health. The

point of interception is a place like a shopping mall, a hospital, or a walk-in medical clinic. Participants are selected based on responses to several initial screening questions. A maximum of six intercept interview studies is projected for the proposed research (two studies per year). The individual data collections will include an average of 50 respondents, based on the research topic and/or materials tested.

Self-administered Questionnaires. Self-administered questionnaires are mailed to respondents or distributed at a central location, depending on the nature of the data collection. This data collection method is used to pretest OCPL concepts and materials, either independently or in conjunction with intercept studies. For the mail methodology, a simple random sampling technique is used to select a representative sample of respondents. If materials are distributed at a central location, individuals who are potentially representative of the target audience are randomly selected and screened to determine if they meet the predetermined selection criteria. A maximum of six self-administered data collections will be conducted for the proposed research (two per year). Some may be conducted in conjunction with the intercept studies. The individual data collections will include an average of 100 respondents, based on the nature of the data collection effort.

Omnibus Surveys. An omnibus survey is a telephone interview survey in which different organizations add questions to a single questionnaire, thereby sharing the cost. NCCAM's proposed plan assumes the addition of two or three customized items to existing omnibus surveys. The quantitative omnibus surveys will employ the most rigorous sampling procedures of all of the proposed data collection methodologies. Omnibus surveys use random digit dialing to complete interviews with approximately 1,000 adults who are representative of the U.S. population.

In contrast to our 2007 approval, we are not requesting approval for gatekeeper reviews

B.2. Information Collection Procedures/Limitations of the Study

General information about data collection procedures for each of the proposed data collection types is included in the subsections that follow. Again, specific information will be submitted to OMB with each request for a specific data collection effort.

B.2.1. Statistical Methodology for Stratification and Sample Selection

No statistical methodologies or quantitative analyses are used in conjunction with most of the data collection types described here (i.e., individual in-depth interviews, focus group interviews, intercept interviews, or self-administered questionnaires).

Individual In-depth Interviews. Since respondents are purposefully selected, and qualitative methods are not intended to yield results that are statistically projectable, sampling stratification procedures are not applicable to these studies. Quota sampling is used to select a sample of individuals who meet certain qualifications that reflect characteristics typical of the desired target audience. Further, standard response rate calculations are not applicable because quota sampling results in a nonprobability sample that is not representative of the population.

Focus Group Studies. To allow for geographic dispersion and inherent differences in the target population, three separate focus group discussions are projected for each study. Consistent with standard focus group methodology, each focus group will include 8 to 10 respondents. Similar to the in-person interviews, respondents are purposefully selected. Therefore, sampling stratification procedures are not applicable. Again, quota sampling is used to select a sample of individuals who meet qualifications that reflect characteristics typical of the target audience of interest.

Intercept Interviews. Although participants are randomly selected for screening and interviewing, rigorous sampling procedures are not typically used in intercept studies.

Self-administered Questionnaires. Using a central location methodology, participants will be self-selected from a convenience sample (e.g., the questionnaire will be part of a selection of materials about NCCAM and CAM available at NCCAM's exhibit booth at a conference).

Omnibus Surveys. Details about the rigorous sampling procedures to be used will be included with each request submitted to OMB for specific omnibus survey questions.

B.2.2. Estimation Procedure

Quantitative analyses will not be conducted for most information collected under this generic clearance as described earlier. Due to the nature of the sampling and data collection procedures described in Sections B.1 and B.2, when quantitative analyses are performed, estimates will take the form of simple frequency tables of respondent counts for each survey item.

B.2.3. Degree of Accuracy Needed for the Purpose Described in the Justification

For data collection efforts covered under this request, results will be analyzed qualitatively rather than quantitatively. For formative research activities, the precision levels described earlier in Section B.2 provide sufficient accuracy.

B.2.4. Unusual Problems Requiring Specialized Sampling Procedures

No unusual problems requiring specialized sampling procedures are anticipated.

B.2.5. Use of Periodic (Less Frequent Than Annual) Data Collection Cycles

Data will not be collected periodically. Each respondent to the data collections is expected to respond only once.

B.3. Methods for Maximizing the Response Rate and Addressing Issues of Nonresponse

Several factors (updated from our 2007 approval) will help ensure a maximum response rate and will help reduce issues of non-response, including:

- When appropriate, participants will be paid at a level customary for focus group or interview participation, and sensitive subjects are not addressed.
- The focus groups, interviews, and questionnaires will be administered in locations that are convenient and easily accessible. The discussions will be held clean, safe, comfortable environments and conducted by professionally trained moderators and interviewers.
- Focus group participants are drawn from lists of individuals who have expressed an interest in participating in focus groups. These lists are developed and maintained by focus group facilities and thus, people contacted are typically those interested in the process. Interview participants are either recruited through a similar facility and health care professionals are recruited based on professional association and thus should have a vested interest in the research topics.

B.4. Tests of Procedures or Methods

Each data collection instrument will be pretested with contractor staff to estimate response time and refine the wording and design of the instrument as needed.

B.5. Names and Telephone Numbers of Individuals Consulted

Contract personnel at Westat will implement sample design, conduct data collection, conduct data management and analysis, and develop statistical reports. NCCAM staff will provide direction and review contractor functions. Individuals consulted on statistical aspects of the design of this data collection include the following:

Simani Price
Senior Study Director
Westat
Phone: 301-610-5536
E-mail: simaniprice@westat.com

Jennifer Berktold
Senior Study Director
Westat
Phone: 301-294-3964
E-mail : jenniferberktold@westat.com

Darcy Strouse
Senior Study Director
Westat
Phone: 240-453-2748
E-mail: darcystrouse@westat.com