

SCREENER PROTOCOL

This document is the Screeener Protocol for the Message and Material Testing project for Nonpharmaceutical Interventions.

MESSAGE AND MATERIAL TESTING FOR NONPHARMACEUTICAL INTERVENTIONS
SCREENER PROTOCOL

Nonpharmaceutical Interventions, 2012

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Recruiters will be using the following questions to screen for potential participants in the online focus groups.

(PLEASE NOTE: RECRUITERS SHOULD REARRANGE THE ORDER IN WHICH THE SCREEN OUT QUESTIONS ARE ASKED AS QUOTAS FILL AND SCREEN OUT RATES FOR THE VARIOUS SCREEN OUT QUESTIONS DEMONSTRATE THAT A DIFFERENT QUESTION ORDER WILL SPEED UP THE TERMINATION PROCESS. THE INTENT IS ALWAYS TO GET TO THE APPROPRIATE PARTICIANTS AS EFFICIENTLY AND COURTEOUSLY AS POSSIBLE.)

FOR GENERAL SCREENING OF POTENTIAL PARTICIPANTS

Hello, my name is _____, and I am calling from _____, a professional market research firm. I am not selling anything. We’re currently conducting focus groups for the Centers for Disease Control and Prevention, also known as CDC. Information from these discussions will be used to help them improve communications and activities involving an important public health issue. May I ask you a few questions to see if you are eligible to volunteer for this project? This will take just a few minutes. **[IF RESPONDENT INDICATES THAT THIS IS NOT A GOOD TIME, SCHEDULE A CALL BACK TIME]**

[IF RESPONDENT DECLINES TO PARTICIPATE, THANK AND TERMINATE]

[RECORD CALL BACK TIME]

Before we begin, I'd like to inform you that your participation is voluntary. You may choose not to participate at any time.

(NOTE TO RECRUITERS: SEE PROTOCOL FOR QUOTA SHEET)

1. Gender **[WHEN ON PHONE, RECORD; DO NOT ASK.]**
 Male **(CONTINUE)**
 Female **(CONTINUE)**

ELIGIBILITY AND EXCLUSION CRITERIA

2. Which of the following ranges includes your age? **[READ]**
 under 18 **(THANK, TERMINATE AND TALLY)**
 18 - 24 years
 25 - 44 years
 45 - 64 years
 65+ years

3. Have you participated in a health-related focus group, discussion, or interview in the past 6 months?
 01 Yes **(THANK AND TERMINATE)**
 02 No **(CONTINUE)**

4. Are you or is any member of your household employed as an employee or contractor in any of the following areas?
 In the media, that is, TV, newspaper, magazines, online publications or radio
 Advertising or public relations
 Marketing or market research
 Public health, like the Centers for Disease Control and Prevention (CDC), state health department, or other public health organization
 Medical professional that is in a health clinic; doctor or dentist's office; hospital; medical laboratory or research institution; health insurance company or agency; pharmacy or pharmaceutical company; or public health organization
 As an attorney

(IF "YES" TO ANY OF THE ABOVE, THANK, TERMINATE AND TALLY)

5. In your opinion, what is the biggest health education problem in America today? (Probe: Tell me more about that?) **[RECORD EXACT RESPONSE. Participants must be articulate, fluent in English, and willing to converse. If respondent has a strong accent, difficulty speaking English (gropes for words), serious speech impediment or has trouble communicating (e.g., "shuts down") THANK AND TERMINATE.]**

6. Do you live in the United States?
 Yes **(CONTINUE)**
 No **(THANK, TERMINATE AND TALLY)**

PROJECT CATEGORIES:

7. Tell me if each of the following statements is true about you or not. **[NOTE TO RECRUITERS: THIS CRITERIA IS TO HELP CATEGORIZE PARTICIPANTS BUT MAY BECOME A SCREENING QUESTION. IF THE QUOTA FOR ONE OR MORE CATEGORIES IS REACHED THIS BECOMES A SCREENING QUESTION AND SHOULD BE ASKED FIRST. ONLY PERSONS FROM UNFILLED CATEGORIES SHOULD BE INCLUDED AND ASKED ADDITIONAL QUESTIONS]**

[READ ALL, CHECKING IF STATEMENT "TRUE"]

I am the parent of a child or children under the age of 18 who attends child care, preschool, kindergarten, or school **(MUST FOR GENERAL PUBLIC PARENTS; OK FOR ALL OTHERS)**

I am employed at a location that is not my home **(MUST FOR GENERAL PUBLIC WORKERS EMPLOYED OUTSIDE HOME SEGMENT; OK FOR ALL OTHERS)**

I have attended at least one mass gathering event, such as a concert, festival, or sports event of at least 1,000 people lasting two hours or more in the last year **(MUST FOR GENERAL PUBLIC MASS GATHERING ATTENDEE; OK FOR ALL OTHERS)**

I am an administrator of a child care, preschool, kindergarten, and/or school for children under the age of 18 and am responsible for closing school due to weather or other dangerous situations **(MUST FOR ADMINISTRATOR; OK FOR ALL OTHERS)**

I am the business administrator responsible for making the decision to close a workplace in the event of bad weather or other dangerous situations **(MUST FOR BUSINESS OWNER / DECISION MAKER SEGMENT; OK FOR ALL OTHERS)**

I am a mass gathering administrator responsible for scheduling, postponing, or canceling events that have at least 1,000 attendees and last two hours or more in the event of bad weather or other dangerous situations. **(MUST FOR MASS GATHERING ADMINISTRATOR; OK FOR ALL OTHERS)**

DEMOGRAPHIC INFORMATION:

8. In which state do you live in? **(RECORD)** _____

(NOTE TO RECRUITERS: RECORD CENSUS REGION; SEE PROTOCOL FOR LIST OF STATES BY REGION)

9. Which of the following best describes the area where you live? **(READ ALL)**

Urban area or inner city **(RECORD AND CONTINUE)**

Suburban area **(RECORD AND CONTINUE)**

Rural area **(RECORD AND CONTINUE)**

10. Which do you consider yourself? **(READ ALL)**

Hispanic or Latino

Non Hispanic or Non Latino

11. Do you consider yourself...? **(READ ALL; CHECK ALL THAT APPLY)**

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

White

12. What is the highest level of education you have completed?

Some elementary, middle, or high school, but not a high school graduate

High school graduate

Some college, but no degree

Associate's degree

Bachelor's degree

_____ Advanced degree, like a Masters or Ph.D.

INSERT AUDIENCE-SPECIFIC QUESTIONS

We would like you to participate in a secure online discussion group sponsored by the CDC. The discussion will take no more than 90 minutes. The group will take place online, using web cameras. Each session will be audio and video recorded and observed by CDC staff and others on the research team. Please tell me if you are willing to be audio and video recorded during the focus group.

01 YES (Continue)

02 NO (Thank and Terminate)

You may leave the group at any time. Those who log into the session at the scheduled time and participate in the discussion will each receive an incentive as a token of our appreciation. If you are able to volunteer and participate fully, we will pay you or your favorite charity [**INSERT APPROPRIATE \$ AMOUNT**]. The sessions will be audio and video recorded, but these will never be used for any purpose other than for reporting purposes. Are you interested in volunteering to participate?

01 YES (Continue)

02 NO (Thank and Terminate)

Two days before the group, expect to receive a package from us. This package will contain hard copies of materials that we will view during the group. You will receive a packet of materials—clearly labeled with instructions— that you agreed not to open until prompted by the moderator during the focus group. Do you agree to open these materials as instructed – and to have these with you during the session?

01 YES (Continue)

02 NO (Thank and Terminate)

The next series of questions relate to the technology that will be needed for you to participate in these groups.

13. Do you have access to a computer with **high speed** Internet – meaning, DSL or faster?

01 Yes (**CONTINUE**)

02 Not Sure (**CLARIFY**) _____

03 Possibly – needs to explore some possible options

04 Other: _____

05 NO (NEGOTIATE A NEW LOCATION OR COMPUTER. IF UNABLE THANK AND TERMINATE)

14. Do you have a working web camera for that computer?

01 Yes (**Skip to Q.17**)

02 No (**CONTINUE**)

03 Not sure (**CLARIFY**) _____

04 Possibly – needs to explore some possible options

05 Other: _____

(IF THEY NEED TO BE SHIPPED A WEB CAMERA):

15. Also, would the computer that is connected to high speed internet at that location be Macintosh or IBM compatible?

01 Macintosh

- 02 IBM compatible
- 03 Not sure **(CLARIFY)** _____

16. And what is the operating system for that computer?

- 01 IBM compatible: W98, 2000, XP, VISTA, Windows 7
- 02 Macintosh OS X, v.10.2 or newer **(CONTINUE)**

 03 Not sure **(CLARIFY)** _____

3 IBM compatible: W95, NT

05 Other Macintosh OS **(NEGOTIATE A NEW LOCATION OR COMPUTER. IF UNABLE, THANK AND TERMINATE)**

16A. What would be the best address for us to send you a web camera to use during the focus group? The reason for the web camera is that everyone can see and hear each other – without having to travel anywhere. **(NOTE TO RECRUITERS: CANNOT SHIP TO P.O. BOXES)**

16B. Is that a business or residence? **(IF “BUSINESS”)**: No problem. To make sure it gets to the right location, what is the NAME of that business?

16C. And will you need assistance with installing and testing the web camera?

1 Yes **(THEN)**: No problem. It will take about 10 minutes, and we will have a technician call you. For that purpose, 1-2 days prior to the focus group, what is the best day, time and phone number to reach you at? Please allow a 2-hour window, where the call could happen plus or minus one hour from the time you specify. **(RECORD INFO)** _____

03 Not sure **(CLARIFY)** _____

3 Other: _____

4 No **(THEN)**: OK. You should receive a web camera by **(INSERT DAY 3 BUSINESS DAYS IN FUTURE)** We'll send you a tech-check email. This takes about 4 minutes to complete. Are you willing and able to complete this within 24 hours of receiving the web camera?

_____ Yes **(CONTINUE)**

_____ No **(NEGOTIATE TIME FRAME. IF UNABLE, THANK, TERMINATE AND TALLY)**

17. Think of the interview as a telephone conversation but one where participants also look at their computer screen to see each other and see various concepts. So, at that same location, will you also have access to a telephone line on which to dial an 800 toll-free conference call number to participate in the discussion?

01 Yes **(CONTINUE)**

02 Not sure **(CLARIFY)** _____

03 Possibly – needs to explore some possible options (“Cell phone?”)

04 Other: _____

05 **NO (THANK AND TERMINATE)**

18. What time zone are you in? **(CIRCLE CORRECT TIME ZONE AFTER CONFIRMING)**

BY ASKING RESPONDENT FOR LOCAL TIME)

EST CST MT PT

19. Groups are scheduled for the following times... **(INSERT DATES AND TIMES)**, which of these works with your calendar?

General public, mass gathering attendees - Day, Month, Date
General public, mass gathering attendees - Day, Month, Date
General public, mass gathering attendees - Day, Month, Date
General public, work out of the home - Day, Month, Date
General public, work out of the home - Day, Month, Date
General public, work out of the home - Day, Month, Date
General public, parents - Day, Month, Date
General public, parents - Day, Month, Date
General public, parents - Day, Month, Date
Administrators - Day, Month, Date
Administrators - Day, Month, Date
Administrators - Day, Month, Date
Business administrators A - Day, Month, Date
Business administrators B - Day, Month, Date
Business administrators C - Day, Month, Date
Mass gathering administrators - Day, Month, Date
Mass gathering administrators - Day, Month, Date
Mass gathering administrators - Day, Month, Date

Now, I just need to get a little more information. **[CONFIRM ALL SPELLINGS]**

Name _____ **[ask for preferred title, first name and last name]**

EMAIL Address: _____

Delivery Address (MUST BE SURFACE MAILING ADDRESS FOR SHIPPING. OKAY IF WORK ADDRESS AS LONG AS THEY CAN RECEIVE A PACKAGE THERE)

Street _____

City _____ State _____ Zip _____

Daytime Phone _____

Evening Phone _____

Mobile Phone _____

Fax (if available) _____

You may receive a call from my supervisor verifying the information that you and I have discussed.

[IF HAVE WEB CAMERA, SAY]

I will send you an email at [CONFIRM EMAIL ADDRESS] with the tech-check instructions. This email will include phone numbers to call should you have any questions during the tech check. The tech check takes about 4 minutes to complete. Are you willing and able to complete this by tomorrow evening?

_____ Yes (**CONTINUE**)

_____ No (**NEGOTIATE TIME FRAME. IF UNABLE, THANK, TERMINATE AND TALLY**)

Once you've completed your tech check, we can then provide you with final confirmation of your participation.

[IF GETTING TECH SUPPORT FOR WEB CAMERA SET UP, SAY]:

Our technical support team will be following up with you by email and by phone as discussed earlier.

[ALL]

I or someone else from the recruiting team will follow up to make sure that you receive everything on time. You are one of a small group of individuals who has been recruited for this work. So your participation is very important. As a volunteer, you have the right to opt-out. We do ask that you give us as much advance notice as possible should you be unable to participate so that we have the opportunity to recruit someone to replace you. Again, thank you very much for your willingness to participate in this important project.

FOR GENERAL PUBLIC

(Note to recruiters: See Quota Sheet for guidelines.)

GP1. Which one of the following best describes you? **[READ ALL]**

_____ The primary location of my work place is somewhere other than my home (**OK FOR EMPLOYEE AND NON-EMPLOYEE GROUPS**)

_____ The primary location of my work place is inside the home (**OK FOR NON-EMPLOYEE GROUPS**)

_____ I do not currently have a job (**OK FOR NON-EMPLOYEE GROUPS**)

GP2. How often in the past year did you attend an event lasting 2 hours or more where at least 1,000 others gathered, such as a concert, sporting event, or festival?

_____ Did not attend any event as defined above (**OK FOR ALL**)

_____ Attended at least 1 event as defined above (**OK FOR ALL**)

FOR PARENTS

(Note to recruiters: See Quota Sheet for guidelines.)

P1. Are you the person who usually makes the healthcare decisions for the child or children in your household?

_____ Yes (**CONTINUE**)

_____ No (**ASK TO SPEAK WITH RESPONSIBLE PERSON; IF NOT AVAILABLE ASK FOR THE NAME AND FOR CONTACT INFORMATION OF THE INDIVIDUAL WHO IS; RECORD FOR FOLLOW UP, THEN THANK, TERMINATE AND TALLY**)

P2. How many children do you make healthcare decisions for who are:

- _____ under the age of 5
- _____ between the ages of 5 and 10
- _____ between the ages of 11 and 17

P3. For each of the following, tell me if your child / children under 18 years of age and younger attends child care, preschool, kindergarten, and/or school in a location other than your home.

[MARK IF CHILD DOES ATTEND CHILD CARE, PRESCHOOL, KINDERGARTEN, OR SCHOOL OUTSIDE HOME]

- _____ your child / children under the age of 5
- _____ your child / children between the ages of 5 and 10
- _____ your child / children between the ages of 11 and 17

FOR SCHOOL ADMINISTRATORS

SA1. Are you responsible for setting policies and closing a child care facility, pre-school or K-12 school due to weather or other dangerous situations?

FOR BUSINESS ADMINISTRATORS

(Note to recruiters: See Quota Sheet for guidelines.)

B1. Are you the person responsible for setting policies and making decisions about closing your place of work due to weather or other dangerous situations?

- _____ Yes (**CONTINUE**)
- _____ No (**ASK TO SPEAK WITH RESPONSIBLE PERSON; IF NOT AVAILABLE ASK FOR THE NAME AND FOR CONTACT INFORMATION OF THE INDIVIDUAL WHO IS; RECORD FOR FOLLOW UP, THEN THANK, TERMINATE AND TALLY**)

B2. How many employees does your company have?

- _____ under 100
- _____ 100 to 499
- _____ 500 or more

B3A. Which one of the following best describes the type work your organization does?

- _____ Transportation Services, Material Moving
- _____ Manufacturing, Production, Construction, Extraction, Maintenance
- _____ Farming, Fishing, Forestry
- _____ Retail, Sales
- _____ Food Services, Restaurant Service
- _____ Financial and Office
- _____ Technology

_____ Other (specify) _____ (Include in most related group. Call researcher with any questions about categorizing.)

(Note to recruiters: Get a good mix, with no more than 3 from each category per segment. A segment is defined as the groups that see the same message maps.)

- B3B. Which one of the following best describes the workplace or jobsite situation where most of your employees work?
- _____ Indoors with a lot of interaction with the general public (A)
 - _____ Indoors with very little interaction with the general public (B)
 - _____ Outdoors (C)

(Note to recruiters: divide business groups into these 3 categories, A, B, C.)

FOR MASS GATHERING ADMINISTRATORS

- M1. Are you responsible for postponing or canceling an event of at least 1,000 people lasting 2 hours or more due to weather or other dangerous situation?