

Health Message Testing System Expedited Review Form

1. Title of Study: (Please append screener and questionnaire)

Testing Business-Case Videos for CDC's Division of Community Health (DCH)

2. Study Population: (Discuss study population and explain how they will be selected/recruited.)

In-depth interviews will be conducted with business representatives, and an online survey will be conducted with awardees of programs from the Division of Community Health (DCH), Centers for Disease Control and Prevention (CDC). DCH awardees will be recruited from existing DCH awardee contact lists. Specifically, the program manager and communication representative of each eligible awardee site will be sent an e-mail invitation requesting their participation in the online survey. Business representatives will be recruited using an existing business panel (i.e., participant pool) from a professional market research firm. A link to a screening questionnaire will be e-mailed to individuals from the business panel that work in relevant business sectors to confirm they meet all eligibility criteria. Those eligible to participate based on responses to the screening instrument will be contacted to schedule their participation in an interview.

Respondent characteristics:

Number of subject:

Number of males:

Age range:

Number of females:

Race/ethnic composition:

- 1) DCH awardees: Participants will include a mix by race/ethnicity (no racial/ethnic quotas).
- 2) Business representatives: Participants will include a minimum of 10 African Americans (17%) and a minimum of 20 Hispanics (33%), with the remaining sample including a mix (no quota) by race/ethnicity (50%).

Special group status: (e.g., risk group, health care providers)

Type of group(s):

- 1) Awardees of programs from CDC's Division of Community Health (DCH)
- 2) Business representatives

Geographic Location(s):

United States

3. Incentives: (State what incentive will be offered and justify proposed incentives to be used in study.)

DCH awardees who participate will not receive an incentive for their participation. Businesspeople who complete the screening questionnaire will receive points awarded by the market research firm that hosts the business panel. Points are awarded to a panel member after completing a survey. They have no monetary value, but once a member accumulates enough points, they can be exchanged for rewards (e.g., products, services, gift cards). Businesspeople who complete the interview will receive \$50 for their participation. Research shows that without providing minimal levels of incentive, insufficient participants will take part, and results will not be useful. Businesspeople (who are being recruited for their particular role in their business sector) have multiple demands on their time, and this level of incentive will help ensure sufficient attendance and participation.

4. Study method: (Please check one below)

Central location intercept interview:

Focus group:

Online Interview:

Individual in-depth interview (cognitive interview):

Telephone Interview: (CATI used: yes or no):

Other (describe):

**5. Purpose of the overall communication effort into which this health message(s) will fit:
(Please provide 2-3 sentences below.)**

CDC is conducting video testing to supplement the communication efforts of its DCH programs to promote the health and wellbeing of communities across the United States and prevent or reduce chronic disease. Communication is a key component of DCH and its program awardees, and it is necessary to ensure that communication materials are salient and have the desired effect. The results of this testing activity will help inform communication efforts of DCH programs so they have more resonance with their intended audience.

6. Category of time sensitivity: (Please check one below)

Health emergency:

Time-limited audiences access:

Press coverage correction:

Time-limited congressional/administrative mandate:

Trend Tracking:

Ineffective existing materials due to historical events/social trends:

7. Describe nature of time sensitivity: (Please provide 2-3 sentences below.)

DCH seeks to achieve broad-reaching, high-impact, and sustainable change to reduce chronic disease morbidity and mortality by working with its program awardees across the nation to implement efforts to promote healthy living. DCH created six videos on "Making the Business Case for Prevention" to support the communication efforts of DCH awardee communities and other stakeholders to engage the business community in efforts to increase access to healthier food options and reduce exposure to secondhand smoke. These videos were developed to address an expressed need from DCH awardees for materials they could use in their outreach to the business community. Materials, such as these, are currently not available to awardees. It is unknown, however, the extent to which these videos resonate with the intended audience (business representatives) and meet awardees' needs for resources to reach the business community. It is imperative that CDC implement video-testing efforts in the immediate future to ensure that CDC's resources effectively support the promotion of environmental change to reduce chronic disease.

8. Number of burden hours requested:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
DCH Program Awardees	180	30 minutes	90 hours
Business Representatives	60	35 minutes	35 hours
Totals	240	n/a	125 hours

9. Are you using questions from the approved question bank? Yes

If **yes**, please list the item number(s) for questions used from the question bank separated by a comma. (e.g., 1a, 3c, 130d)

Interview Guide: 1d, 2d, 6d, 7d, 24d, 33d, 34d, 35d, 64d, 82d, 90d, 120d, 11e, 12e, 18e, 43e.
Eligibility Screener: 6a

*****Items below to be completed by Office of Associate Director for Communication (OADC)*****

1. Number of burden hours remaining in current year's allocation:

2. OADC confirmation of time-sensitivity:

Yes:

No:

Project Officer