**Tailoring Gynecologic Cancer Education for Health Care Providers**

Information Collection Submitted Under

OMB No. 0920-0800 (generic)

Focus Group Testing to Effectively Plan and Tailor

Cancer Prevention and Control Communication Campaigns

Supporting Statement Part B

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Technical Monitor:

Katrina Trivers, PhD, MSPH

Division of Cancer Prevention and Control

Phone: 770-488-1086

Fax: 770-488-4639

E-mail: fph1@cdc.gov

Supported by:

Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Division of Cancer Prevention and Control

4770 Buford Highway, NE, Mailstop F76

Chamblee, GA 30341

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**B. DATA COLLECTION & STATISTICAL METHODS**

Data collection will consist of a focus group methodology. In a focus group, a small group of people engage in a discussion of selected topics of interest typically directed by a moderator who guides the discussion in order to obtain the group’s opinions (Edmunds, 1999; Krueger & Casey, 2000).

***B1. Respondent Universe***

CDC aims to conduct 2 focus groups. Each focus group will have 20 respondents.

The primary target audience is resident physicians currently enrolled in a primary care residency program at an academic medical institution. Residents will not be screened prior to participation but rather will be considered eligible by virtue of their enrollment in a residency program. The estimated number of participating residents is 36. A secondary audience is supervisors/ mentors/ directors involved with the residency program. The estimated number of participating supervisors is 4. The total number of respondents is 40. These respondents represent a convenience sample of the target audience(s) at a collaborating medical institution.

Qualitative information will be collected to provide insights about respondents’ knowledge, attitudes, beliefs, and behavioral intent regarding the diagnosis and treatment of gynecologic cancers. Focus group findings will be used to inform the development and refinement of educational materials for medical residents. This activity is one of the dissemination strategies for key messages developed for CDC’s *Inside Knowledge: Get the Facts about Gynecologic Cancer* campaign.

***B2. Procedures for Information Collection***

CDC plans to conduct 2 focus groups on-site at a collaborating medical center. Each focus group will be comprised of 20 respondents.

Respondents will be recruited via telephone by the data collection contractor, SciMetrika, LLC, using enrollment lists of the residency program of interest at the collaborating academic medical institution and the supervisors affiliated with the program. We will call eligible participants until we reach the target number of participants for each focus group.

Each respondent will sign a consent form (Appendix D) prior to participating in a focus group discussion.

The first focus group will take place prior to the introduction of any specific educational materials and will focus on elucidating existing knowledge gaps, attitudes, beliefs, behavioral intent and current practices regarding gynecologic cancers. The attached focus group guide (Appendix A) will be used to guide the discussion. The information collected will be used by DCPC to appropriately plan for the development of the educational modules on gynecological cancer.

The second focus group will take place approximately 1-3 months after the first focus group (after the receipt of materials) and will ask about continued knowledge gaps, attitudes, beliefs, behavioral intent, current practices regarding gynecologic cancers, appeal, saliency, and likely uptake of the modules. The attached focus group guide (Appendix B) will be used to guide the discussion. Participants in Group A will not necessarily be excluded from Group B, but the two groups will be independent and recruitment for each will be separate.

***B3. Methods to Maximize Response Rates***

Participants will be recruited from lists of enrolled people in a residency program, our target audience, which offers an abundant supply of people in our target population. That in addition to our incentive should allow for sufficient response rates. An incentive will be offered in the form of refreshments. If that incentive fails to achieve the target number of respondents, we propose to offer a gift card to a local coffee shop.

***B4.Tests of Procedures or Methods to be Undertaken***

All DCPC communication campaigns are guided by the Health Communication Process (National Cancer Institute, 2002) which involves four stages: (stage 1) planning and strategy development; (stage 2) developing and pretesting concepts, messages, and materials; (stage 3) implementing the program; and (stage 4) assessing effectiveness and making refinements. The Health Communication Process is not linear, but rather is a circular model in which stages are revisited in a continuous loop of planning, development, implementation, and refinement. DCPC campaign staff carefully record all aspects of campaign development, operation, and evaluation. Innovations and improvements are incorporated into subsequent campaign cycles and periodically published in the peer-review literature (Cooper et al., 2011, Cooper et al. 2013). The use of focus group methodology to inform the development and refinement of communication campaigns has been well documented throughout the literature (Bull, et al., 2002; Edmunds, 1999; Krueger, 1994; Krueger & Casey, 2000; Cooper et al., 2011). Thus, the formative and materials-testing methods currently used by DCPC campaigns have been refined in 14 years of campaign operations.

***B5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data***

The following individuals have been consulted on the design of this qualitative information collection:

Jenny Patterson, MPH

SciMetrika, LLC

100 Capitola Dr., Suite 106

Durham, NC 27713

Phone: (919) 354-5238

jpatterson@scimetrika.com

Yvonne Wasilewski, PhD

SciMetrika, LLC

100 Capitola Dr., Suite 106

Durham, NC 27713

Phone: (919) 354-5223

ywasilewski@scimetrika.com

Cynthia A. Gelb, BSJ

Division of Cancer Prevention and Control

Centers for Disease Control and Prevention

4770 Buford Highway NE, Mailstop F76

Chamblee, GA 30341

Phone: (770) 488-4708

cmg7@cdc.gov

Sherri Stewart, PhD

Division of Cancer Prevention and Control

Centers for Disease Control and Prevention

4770 Buford Highway NE, Mailstop F76

Chamblee, GA 30341

Phone: (770) 488-4616

awk5@cdc.gov

Nikki Hawkins, PhD

Division of Cancer Prevention and Control

Centers for Disease Control and Prevention

4770 Buford Highway NE, Mailstop F76

Chamblee, GA 30341

Phone: (770) 488-4229

cyt4@cdc.gov

Kate Roland, MPH

Division of Cancer Prevention and Control

Centers for Disease Control and Prevention

4770 Buford Highway NE, Mailstop F76

Chamblee, GA 30341

Phone: 770-488-1089

fsx3@cdc.gov

The following individuals outside of the agency have been consulted on the focus group discussion guides:

Laura-Mae Baldwin, MD

7023 14th Avenue NE

Seattle, WA 98115

Phone: 206-685-4799

lmb@fammed.washington.edu

Anna-Barbara Moscicki, MD

120 Coronet Avenue

Mill Valley, CA 94941

Phone: 415-476-2814

MoscickiA@peds.ucsf.edu

Beth Y. Karlan, M.D.

Cedars-Sinai Medical Center

David Geffen School of Medicine at UCLA

Phone: 310-423-3302

Beth.Karlan@cshs.org

Joseph S. Green, Ph.D.

Duke Clinical Research Institute

Center for Educational Excellence

300 West Morgan Street, Suite 800

Durham, NC 27701

Phone: 202-557-4670

joseph.green@duke.edu

Stacy Higgins, MD

Emory University School of Medicine

49 Jesse Hill Jr. Drive, SE

Atlanta, GA 30303

Phone: 404-778-1652

smhiggi@emory.edu

Danielle Jones, MD, FACP

Emory University School of Medicine

49 Jesse Hill Jr. Drive, SE

Atlanta, GA 30303

Phone: 404-778-1652

danielle.jones@emory.edu

Jenny Patterson, MPH

SciMetrika, LLC

100 Capitola Dr., Suite 106

Durham, NC 27713

Phone: (919) 354-5238

jpatterson@scimetrika.com

Yvonne Wasilewski, PhD

SciMetrika, LLC

100 Capitola Dr., Suite 106

Durham, NC 27713

Phone: (919) 354-5223

ywasilewski@scimetrika.com

Donna Shaw

SciMetrika, LLC

100 Capitola Dr., Suite 106

Durham, NC 27713

Phone: (919) 354-5260

dshaw@scimetrika.com