

Attachment 1

Sampling Plan

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
 Yes       No

For the survey, the sample of students, and of teachers, will be purposive. Recruitment will be as follows: Principals and administrators of the schools that participated in the NIDA Chat Day program in 2013 and 2014 will be solicited for their schools' participation in the study. There are 184 schools that registered to participate, and all are expected to be interested in assisting with this study. For the desired 400 student participants, and 50 teacher/counselors to participate, at least 40 schools will need to consent.

All schools that agree to participate will be sent information packets for the students (that include parent consent forms and student assent forms), and consent forms for teachers wishing to participate. Teachers will distribute the packets to their students for parent signatures, and will collect all the forms, to be sent to NIDA Contractor by the Principals. Enrollment of participating schools and the consent process will begin as soon as participation agreement from the Principal is received. The consent process for this focus group component will be conducted subsequently.

For response tracking purposes, each student packet, which includes the parent and student consent forms, will also have a unique study IDs / password printed on each consent form. These study IDs will be compared with the respondent ID's submitted during surveying to allow suppression of responses from any study ID's that do not return the appropriate consent and assent forms.

From the total population of 2013 and 2014 Chat Day schools, six preliminary markets have been identified, for the focus group component of the study, based on their representativeness of the total population of 2013-2014 Chat Day participants and their market size (which is large enough to allow us to make the desired target number of student participants in each group).

Some of the Chat Day Schools within the total population are outside these identified markets, and will not be included for the focus group component for budgetary reasons. For schools in the identified markets, one brief question in the survey will ask students to check a box if they would be interested in participating in the focus groups to be held at their school, and if interested to provide a home phone number and the first name of a parent they live with.

After measuring focus group consent rates from the selected schools in the six market regions, three of these markets will be finalized to host focus groups, depending on student interest in focus group participation. Below please find the 6 preliminary markets, as well as a summary of the market facts for each (the contractor's reasoning for choosing these markets over others).

Region	School Info	Metro Market Facts	Student Population Facts
Region II - New York	n=137 users in 2013 (Manhasset Secondary School (Grades 9-12, 922 students) )	Metro market area population less than 1 Million (Nassau County population, 1,031,757) Median HH Income: \$95,823	Student population: 78% Caucasian, 14% Asian/Pacific Islander, 4% African American, 3% Hispanic
Region III - Maryland	n=553 users in 2013 (North Carroll Middle School, Cantonville High School (Grades 9-12, 1,787 students), Magruder High School)	Metro market area population more than 1 Million (Carroll County Population 167,134) Median HH Income: \$83,325	Student population: 57% Caucasian, 31% African American, 3% Hispanic
Region IV -Georgia	Registered non-users; Franklin County Schools (Franklin County High School, Grades 9-12, 1,107 students)	Metro market area population less than 1 Million (Franklin County Population 22,084) Median HH Income: \$33,086	Student Population: 80% Caucasian, 12% African American, 4% Hispanic
Region V - Illinois	Township High School District 121 - Woodland Middle School had heavy participation, we can leverage this to get into the high school (Warren Township High School, Grades 9-12, 4,416 students)	Metro market area population less than 1 Million (Lake County Population 703,462) Median HH Income: \$79,666	Student Population: 55% Caucasian, 22% Hispanic, 10% African American, 8.5% Asian/Pacific Islander
Region VI - Texas	Fort Bend ISD - high schools in this region were non-participants, but the middle schools did, so an inroad can be made in this area for recruiting (High Schools, grades 9-12, Austin HS, Bush HS, Clements HS, Dulles HS, Elkins HS, Hightower HS, Kempner HS, Marshall HS, Ridge Point HS, Travis HS, Willowridge HS, average student population 2,000 + per school)	Metro market area population less than 1 Million (Fort Bend County Population 585,375) Median HH Income: \$82,571	Varied ethnic population within this market: 21% Caucasian, 15% African American, 28% Hispanic, 30% Asian/Pacific Islander, plus others
Region X - Spokane County, Washington	Non-users, but opting to leverage Strategic Research school contracts in and around local market to gain insight outside of current user population and possibly within tribal populations (Spokane School District #81	Metro market area population less than 1 Million (Spokane County Population 471,221) Median HH Income: \$49,257	Student population: 82% Caucasian, 3% African American, 5% Asian/Pacific Islander, 4% Hispanic, 5% Native American

	(Grades 9-12, 5,000+ students), Spokane Tribal School District, Colville Tribal School District)		
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After the survey site(s) are closed the Contractor will begin recruitment for the focus groups. Contractor will telephone the parent on a recorded line, and obtain and record consent for their student’s participation in the focus groups, and to screen the student. Their student will then be asked assent for focus group participation and to be screened to learn of their awareness or not of the PEERx videos.

Only students who indicate interest in focus group participation on the e-survey will make up the target population for participation in these discussions. These interested respondents will be asked for broad objective information to establish the extent to which they will be contributing to the discussion and to get some idea of their diversity. They will be asked again for assent to participate in the discussions to give them a chance to be really sure they are seriously interested in a discussion. Their information will not be reported individually in the study. Up to fifteen students will be invited to each focus group, and a total of 14 focus groups (eight on the PEERx Videos overall, and six on general messaging) will be conducted from the selected market areas. The market areas will be selected for representation of diverse population groups across the nation, to the extent possible.