

## Attachment 14

STUDENT Focus Group Recruitment Screener - with programming notations

Public reporting burden for this collection of information is estimated to average 8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0655). Do not return the completed form to this address.

## NIDA PEERX & MESSAGING FOCUS GROUPS - STUDENTS

ID #: \_\_\_\_\_  
Phone: (     ) \_\_\_\_\_  
Date: \_\_\_ / \_\_\_ / 14  
Participant: \_\_\_\_\_  
(full name)

**Not Invited**  
 Not qualified  
 Incomplete (respondent terminates)  
 Incomplete (interviewer terminates)

**No contact:**  
 Call back; attempts: \_\_\_\_\_  
 No call back

Interviewer ID: \_\_\_\_\_

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### GROUP TIMES

#### Messaging

Group 1 MARKET A  
Group 2 MARKET A

Group 1 MARKET B  
Group 2 MARKET B

Group 1 MARKET C  
Group 2 MARKET C

#### PEERx Video Testing

Group 1 MARKET A  
Group 2 MARKET A  
Group 3 MARKET A

Group 1 MARKET B  
Group 2 MARKET B  
Group 3 MARKET B

Group 1 MARKET C  
Group 2 MARKET C

### [CALLING TO HOUSEHOLD OF STUDENTS / ASK FOR PARENT]

Hi, this is \_\_\_\_\_ with Strategic Research Associates, a market research firm in Spokane Washington, and we are a Contractor to the National Institute on Drug Abuse for a research study. We are conducting an informal focus group of students in CITY on DATE regarding issues that are important to general student health and well being. Your student expressed interest in participating during a recent online survey, and we would like to ask them to participate but first would like to receive your permission.

Topics would include your student's feelings towards specific marketing messages used by the National Institute on Drug Abuse, and the impacts of prescription drug use in their day to day lives. The discussion is NOT about their personal use of drugs, and will not discuss any sensitive medical issues.

Students may be provided with a healthy snack during the session if it is held after school, their identity will not be used in the study and will not be recorded and stored, their comments will not be identified or attributed to them individually, and will be used in the aggregate for the purposes of this research effort. Assuming your child is still interested, can we have your permission for your student to participate? **[IF YES, PROCEED, OTHERWISE TERMINATE - Q99]**

Great, thank you. May I please speak with your student? I have just a few questions for them to ensure they qualify for our research discussion group.

### [SPEAKING TO STUDENT]

Hi, this is \_\_\_\_\_ with Strategic Research Associates, a market research firm in Spokane Washington, and we are a Contractor to the National Institute on Drug Abuse for a research study. We are conducting an informal focus group of students in CITY on DATE

regarding issues that are important to general student health and well being. Previously you expressed an interest in participating in these groups when you completed your online survey of the NIDA PEERx Program.

Would you be available, and are you still interested in participating in our focus group on DATE? **[IF YES CONTINUE, OTHERWISE SKIP TO Q99]**

**Screening**

Q1. **[RECORD GENDER]**  
MALE.....1  
FEMALE.....2

Q2a. Just to confirm, which grade are you in currently? \_\_\_\_\_

Q2b. **[RECORD GRADE IN APPROPRIATE CATEGORY]**  
Graduated or 8 and under.....**[TERMINATE - Q99]**  
9.....1  
10.....2  
11.....3  
12.....4

**[GRADES 9 & 10 in GROUP 1, GRADES 11 & 12 in GROUP 2 and 3]**

Q3. Do you currently attend an alternative high school? **[READ LIST]**  
Yes.....1  
No.....2  
REFUSED.....**[TERMINATE - Q99]**

Q4. Have you, or anyone in your family including your parents and siblings visited the doctor for any reason (emergency, regular check-up, urgent care, etc.) in the past year?  
Yes.....1  
No.....**[TERMINATE - Q99]**

Q5. Do you recall ever watching the Choose Your Path videos regarding prescription drug use in school or at home?  
Yes.....1  
No.....2

Q6. Has your parent ever had a discussion with you about the presence and use of prescription drugs in your home?  
Yes.....1  
No.....2  
No Parent at Home.....**[DISCUSS/TERMINATE - Q99]**

Q7. Are you interested in helping us in improving the NIDA's videos on prescription drug misuse? Do you have any initial thoughts on the issue or have you ever seen the *Choose Your Path* video series in the past? **[RECORD VERBATIM]**  
[Interviewer: Probe for specific answers, ask students to engage. We do not want students who just "say the right thing" or are not able to clearly articulate their feelings on the issue.]  
ANSWER IS ACCEPTABLE.....1  
ANSWER NOT ACCEPTABLE.....**[TERMINATE - Q99]**

Q8. Are you Hispanic or Latino?  
Yes (Hispanic or Latino).....1  
No (Not Hispanic or Latino)..... 2

Q9. And what would you consider your race? **[READ IF NECESSARY; MAY CHOOSE ONE OR MORE]**

American Indian or Alaska Native.....	1
Asian.....	2
Black or African American.....	3
Native Hawaiian or Other Pacific Islander.....	4
White / Caucasian.....	5
Prefer not to answer?.....	[TERMINATE - Q99]

Q10. To your knowledge, do you know anyone else who is participating in this research project? Yes or No?

Yes **[DISCUSS; BE SURE STUDENTS WHO KNOW EACHOTHER ARE ASSIGNED TO SEPARATE FOCUS GROUPS]**  
 No.....2

**Invitation**

Thank you.

During the focus group you can expect to be involved in watching presentations, and participating in active group discussion, and item rating. This information collection is strictly for research purposes; nothing is going to be sold and your personal contact will be kept private to the extent permitted by law. The information you provide will be used in the aggregate and will not be identified as coming from you. A snack will be served during the session especially if it will be held after school.

The group you qualify for starts promptly at DATE TIME PLACE. You will receive extensive details about the location of your group, including driving directions, and a permission slip in email and letter form within the next few weeks.

I would like to reserve a spot for you in this research discussion group. We only invite the exact number of people we need for each of these groups, and by reserving your spot we are counting on your attendance. Can I count on your participation and reserve your space in our group today?

Lastly, is there any reason you can foresee that may make you unable to attend our group as scheduled? **[IF YES, DISCUSS REASON, PUT INDIVIDUAL ON HOLD, DISCUSS WITH SUPERVISOR]** Thank you for taking the time to answer these questions with me.

**[ASK TO SPEAK WITH PARENT AGAIN]**

Thank you again for allowing your child to participate. We will need to have you sign a permission form in order for your child to participate. We cannot allow your child to participate unless this form is signed. Do you have an email address we can send it to? **[IF NO]** We can also send it via mail, what is your mailing address?

Please make sure your child brings the form with them to the focus group.

**[DISCUSS WITH BOTH PARENT AND STUDENT]**

Don't forget to write this down on your calendar! We will be contacting you again in the next few days to re-confirm your attendance and make sure nothing in your schedule as changed.

Look forward to seeing you in our focus group on mm/dd/yyyy.

**In each market -**

- Group 1 = Grades 9 & 10, recruit 15-12 in each market
- Group 2 & 3 = Grades 11 & 12, recruit 15-12 in each market

Q99. **[NOT ELIGIBLE PARTICIPANT; TERMINATE]** Thank you for your interest in participating in our focus group. Unfortunately based on your responses so far we have already filled the group you would have qualified for. We will keep your information on file, and if anyone cancels from that group call you back and see if you have time to participate.