

Supporting Statement B

for

**Communications Research for the Development of Messages and Materials about  
Cytomegalovirus (CMV)**

New

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## **B. Collections of Information Employing Statistical Methods**

### ***B.1 Respondent Universe and Sampling Methods***

Participants for Phase I will be recruited from the regions where the focus groups are held (i.e., Atlanta, GA and San Diego, CA). These participants will include Caucasian and African American women between the ages of 18-40, who are either pregnant or plan to get pregnant in the next 12 months, and who have a child age 5 or younger. To ensure that nine participants are in each of the 8 focus groups (4 in each city, two with Caucasian women and two with African American women), 11 participants will be recruited per group. Participants will be recruited using standard focus group recruitment methods, by calling their household and administering a screening questionnaire to pre-qualify them (Attachment 3A). Most will come from an existing database (or list) of potential participants, owned and maintained by each focus group facility. Participants will receive an incentive of \$37.50/hour in San Diego and \$42.50/hour in Atlanta to compensate them for their time.

Phase II respondents will be recruited from a large consumer panel using a pre-targeted variable to identify women between the ages of 18-40 who are either pregnant or intend to become pregnant and have a child age 5 years old or younger. Panel members will be recruited to conduct this web survey. Panel members are volunteers who had expressed willingness and interest in participating in web surveys. As part of the enrollment process, detailed demographic information is obtained from potential panel members. The consumer panel is a voluntary panel, therefore it isn't representative of anything but itself. How respondents are sampled into the survey is what makes it representative. Incentive for respondents participating in the 11 minute survey will be handled through the panel's established incentive system. Harris Interactive typically offers Harris Interactive Points to their panel members for survey participation. These points can be redeemed for cash once members have accumulated a certain amount. The amount of the incentive is determined by the length of the survey and participants are aware of the incentive prior to agreeing to participate.

Several of the Phase II screening criteria, including age, race/ethnicity, and gender (Attachment 3D) are available to pre-target panel members for the proposed web survey. Using the established web methods of the consumer panel, pre-targeted women will be asked to complete the entire screening questionnaire to confirm eligibility. Women meeting the screening criteria will be introduced to the survey and will be informed that their participation in the survey is voluntary, that they don't have to answer questions they can't or don't want to, and that they can stop any time. They will also be informed ahead of time of the incentive they'll receive for participation. After that, the survey will begin.

Recruitment will continue until 400 African American women have completed the web survey (200 viewing the factsheet and 200 viewing the video) and 400 Caucasian women have completed each web survey (200 viewing the factsheet and 200 viewing the video). To the extent practical, an attempt will be made to obtain participants at a comparable mix of educational levels and pregnancy status (currently pregnant or planning on becoming pregnant in the next year).

### ***B.2 Procedures for the Collection of Information***

Phase I participants will be asked to arrive at the focus group facility 30 minutes prior to the start of the focus group. They will be given a consent form to sign (Attachment 4) and a demographic profile questionnaire to verify accuracy of the recruit (Attachment 3C). Then the participants in each group will be gathered in a room with a trained moderator and a one-way mirror, behind which CDC and Westat staff will be seated. The moderator will explain the study, inform the group of taping and observation, and lead a discussion using a guide (Attachment 3B). Each focus group will last approximately 90 minutes. Responses will be collected by

audio and video tape, and observers will take notes. After each group, the tapes will be transcribed for qualitative analysis.

In Phase II, all data will be collected via the web and standard web data collection procedures will be used. It is expected that completing each Phase II web survey will take a total of approximately 11 minutes. In addition to the survey, information will also be available for analysis from screener responses and from panel-member demographics that the consumer panel is expected to provide.

### ***B.3 Methods to Maximize Response Rate and Address Non-Response***

For Phase I, this is not applicable. A convenience sample need not be representative to indicate a need for further message and materials refinement.

The Phase II web surveys are not intended to be based on a probability sample. Except for offering financial inducement for participation, Westat plans no special procedures to convert women who, after being informed about research objectives and participation, decline to participate in the survey.

### ***B.4. Test of Procedures or Methods to be Undertaken***

The qualitative research being conducted in Phase I will follow standard focus group discussion procedures as well as the analysis of findings. In addition, some questions included the focus group guide were adapted from an interview guide that was used by the CDC in a previous study with women who have CMV.

Some of the questions from the Phase II web survey were included in *2010 Healthstyles* and all web survey questions have undergone cognitive testing with 9 individuals who met the screening criteria of the larger web survey, in order to estimate time requirements and to ensure all questions were understood as intended by the target audience. Following cognitive testing, only minor changes were made to web survey. Final instruments and screenshots of each can be found in Attachment 3D and 3E (Screener and screenshots), 3F and 3G (Web Survey: Factsheet Testing and screenshots), and 3H and 3I (Web Survey: Video Testing and screenshots).

Phase I findings will inform refinements to the existing draft CMV communication materials (factsheet and video) that will be further tested in Phase II web survey. The programmed web survey will include finalized materials and participants will be recruited using a pre-targeted variable on a large consumer panel.

### ***B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data***

The individuals consulted on technical and statistical issues related to data collection are listed below. The data will be analyzed by the study contactor, Westat, Inc.

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