

Form Approved
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Development of CDC's Act Against AIDS Social Marketing Campaigns Targeting Consumers

Submission 0920-13ABP Under

0920-0840: Formative Research and Tool Development

Attachment 2a: Screening Instruments

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Individual Interview and Focus Group Screening Instrument

Introduction

Hello, my name is _____ and I'm from (name of company). We are calling on behalf of RTI International, a non-profit research organization, and the Centers for Disease Control and Prevention.

We are not selling any product. We are calling to invite men/women in your area to join in interviews as part of a research study about HIV. Your opinions are important to us and will contribute to the CDC's fight against HIV/AIDS.

If you are eligible and choose to participate in the interview, you will receive \$50 (interview)/\$75 (focus group) as a token of our appreciation for participating in this important study.

To see if you are eligible for this study, we need to ask you some personal questions. There will be some explicit questions about your sexual behavior and HIV. It is your choice to answer these questions. Your answers will be kept private. You can refuse to answer a question or stop at any time.

All of your comments will be kept private. If you are not eligible and/or choose not to be part of the study, all responses you give me today will be destroyed and you will not be contacted again.

My questions will only take a few minutes. May I ask you the questions now?

Yes.....1 Continue

No.....2 End

Procedures for Recording and Limiting Information

Only record information for the questions in the screener. If an informant reveals additional personal information, thank them for being helpful, but guide them back to the screener questions- "That is interesting to learn, but can I know ask you about. . ."

1. Have you ever participated in focus group or interview session before?

Yes1.....

No.....2.....[SKIP.TO.Q4].....

2. What was/were the topics discussed?

[IF PARTICPATED IN A FOCUS GROUP OR INTERVIEWABOUT HIV/AIDS IN THE PAST 6 MONTHS, THANK AND END]

3. When was the last time you attended a focus group or interview session?

Less than 6 months ago1.....[THANK.AND.END]

More than 6 months ago2.....

4. What is your gender?

Female.....1.....

Male2.....

5. Do you or does anyone else in your immediate family or household work... [READ LIST.]

In marketing research?..... 1

In marketing or advertising?.....2.....[THANK.&.END]

In public health or healthcare?.....3.....

None..... 4

6. May I ask if your age is in any of the following categories? Are you . . . [READ LIST]

Under 18 years old.....1.....[THANK & END]

18 – 242.....

25 – 34.....3.....

35 – 44.....4.....

45-54.....5.....

55-64..... 6

Refused.....7.....

How would you describe your racial/ethnic background? [READ LIST IF NECESSARY]

- 7. Are you Hispanic or Latino/a
 - a. ___ No
 - b. ___ Yes
 - c. Prefer not to answer

- 8. What is your race? (One or more categories may be selected)
 - a. ___ White
 - b. ___ Black or African American
 - c. ___ American Indian or Alaska Native
 - d. ___ Asian

 - e. ___ Native Hawaiian or Other Pacific Islander
 - f. Prefer not to answer

9. What is your current relationship status? Are you...?

- Single1.....
- Married to a man..... 2
- Married to a woman..... 3
- In a relationship with a man..... 4
- In a relationship with a woman..... 5
- Divorced or Widowed6.....
- Married7.....
- Refused.....8.....

10. What is your yearly individual income? [READ LIST IF NECESSARY]

- No income..... 1
- \$0-\$14,999..... 2
- \$15,000-\$19,000..... 3
- \$20,000-\$24,999..... 4
- \$25,000-\$29,999..... 5
- \$30,000-\$34,999..... 6
- \$35,000-\$39,000.....7.....
- \$45,000 to \$49,999.....8.....
- \$50,000 or more9.....
- Refused to answer.....10.....

11. What is the highest level of education you have completed?
[READ LIST IF NECESSARY]

- Primary or Middle School (grade 1
school)
- Some high school, but not a graduate2.....
- High school graduate (or GED)3.....
- Some college/technical, not graduate.....4.....
- College graduate or higher5.....
- Refused.....6.....

Now I'm going to ask you a few sensitive questions about your sexual activity and HIV/AIDS.
All your answers will be kept private.

12a. Have you ever had an HIV test?

- Yes1.....
- No.....2.....

12b. What was the result of your last HIV test?

- Positive1.....
- Negative.....2.....
- Don't know..... 3

12c. And when was the last time you had an HIV test? [RECORD DATE]

12d. How often do you get an HIV test?

13. Now I am going to ask you to describe your sexual identity. Would you describe yourself as
[READ]:

- Homosexual or "gay" or same gender loving 1
- Bisexual or two spirited 2
- Other, specify_____ 3
- Heterosexual or "straight" 4
- Don't know 5
- Decline to answer 6

14. Within the past 6 months, have you had sex with another person?

- Yes1.....
- No.....2.....
- Don't know..... 3
- Refuse to answer..... 4

Invitation:

As I mentioned earlier, we are talking to men/women about HIV/AIDS and we would like to include your opinions. We would like to invite you to take part in an informal interview/focus group session that will last about 1 hour/2 hours. You will not be asked to buy anything. You will be contacted at a later date to remind you of the interview. Any information that you provide to us will be kept private. We're simply interested in your opinions.

15. For participating in the interview/focus group, you will receive \$50 (interview)/\$75 (focus group) as a token of our appreciation. Will you be able to join us for an interview/focus group?

- Yes1.....[Skip..TO.Q20]
- No (Refuse to participate).....2.....[THANK.AND END]

16. Closing for Ineligible Participants:

Thank you for answering all of my questions. You are not eligible to be in this study. There are many possible reasons why people are not eligible for the study. These reasons were decided earlier by the researchers. We value your interest in this research study. Thank you for being willing to help us.

17. [IF “YES” TO EITHER INVITATION, READ THE FOLLOWING STATEMENTS...]

“We will be audiotaping the interview and some project staff from CDC may be observing the interview. We may also use a live video stream so project staff from CDC can observe from a computer in another location.” **In order to participate in the interview, you must agree to being audiotaped and allowing staff from the CDC to observe.** As I said, if you choose to attend, whatever you say will be kept private. We will never link your name with any comment you make in the interview in any report that we write.”

“If you need to wear glasses either for reading or watching TV, please bring them with you to the interview.”

“Also, we need to let you know that there will not be any childcare provided at the facility, so please make the appropriate childcare arrangements if you have children.”

In order for us to send you a reminder letter/email with directions to the interview and to call to remind you of your appointment time, I need to ask for your contact information. We will destroy this information after the interview is over.

Participant Information

Interviewer: _____

Date: _____

Letter sent: _____

Reconfirmation:
Call _____

NAME: _____

ADDRESS: _____

CITY: _____

ZIP CODE: _____

Phone : Day _____ Evening _____

EMAIL _____

What is the best time to reach you? What is the best telephone number to reach you at that time? If you do not answer, may we leave a private message at that number?

BEST TIME TO BE REACHED: _____

BEST PHONE NUMBER: _____

Is there another time and number we can try if we miss you?

ALTERNATE PHONE NUMBER: _____

Your participation in this study is very important. If for some reason you will not be able to attend, please let us know right away. You can call us anytime at [INSERT PHONE NUMBER], and if we are not here, please leave a message. You can also call if you have any questions. Thank you.

Intercept Interview Screener

Introduction

Hello, my name is _____. I work for RTI International, a nonprofit research organization. We have been hired by the Centers for Disease Control and Prevention (CDC), a federal government agency, to get people's response to informational material concerning HIV/AIDS. We are not selling anything. If you are interested, we like for you to look at some materials that have been developed for an HIV testing campaign, and then ask you some questions. This would take no more than 20 minutes and we would provide you \$10 as a token of appreciation.

First, are you 18 years of age or older?

[If yes, continue].

Great. We would like to invite you to participate in an interview. As I said, you will receive \$10 as a token of appreciation. Are you willing to participate?

Yes ___ **[CONTINUE]** No ___ **[THANK/END]**

Invitation

Thank you for agreeing to participate. As I mentioned, we want to get your opinion/feedback on materials being developed by the Centers for Disease Control and Prevention that may become part of a national campaign. You will be looking at some materials the CDC has developed to promote awareness about HIV and answering some questions.

I would now like to ask you just a few questions about yourself.

1. Gender **[Record from observation]**
 - Male
 - Female
2. What is your age? _____ (record age)
3. What is the highest level of education you have completed?
 - Grade school
 - Less than high school graduate/some high school
 - High school graduate or completed GED
 - Some college or technical school
 - Received four-year college degree
 - Some post graduate studies
 - Received advanced degree
 - Other: _____
4. Are you Hispanic or Latino/a
 - a. ___ No
 - b. ___ Yes

c. Prefer not to answer

5. What is your race? (One or more categories may be selected)

a. ___ White

b. ___ Black or African American

c. ___ American Indian or Alaska Native

d. ___ Asian

e. ___ Native Hawaiian or Other Pacific Islander

f. Prefer not to answer