

Formative Research, Messages, and Materials Development for NCBDDD

SUPPORTING STATEMENT B

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B. Collections of Information Employing Statistical Methods

1. Potential respondent universe and respondent selection method

Data collection activities from a variety of groups are anticipated. The data collection in these activities will not, in most cases, use statistical methods to select respondents. In some instances, however, there will be an existing list of "customers" readily available for sampling (e.g., mailing lists for publications or recipients of particular materials or services within known customer groups). When appropriate, probability sampling techniques will be used to select samples. Specific information will be provided for each request.

2. Procedures for the Collection of Information

It is estimated that approximately 8 – 10 individual projects will be processed per year using this mechanism. **Attachments E and F** include example moderator's guide and survey questions (respectively) that could be used in these data collection activities.

The types of information collection activities included in this generic package for NCBDDD's three (3) health condition groups are:

- 1) Qualitative interviewing will use volunteer respondents for exploratory and formative research, intervention methods, and the development of new messages, materials, and strategies. Interviews may be individual or group, conducted in-person, (face-to-face or telephone), or via the internet (e.g., internet focus groups). The use of trained moderators and a structured moderator's guide will ensure that consistent data are collected across the groups. The focus groups may be audiotaped with the permission of each participant. Results of qualitative interviews are used to develop population-appropriate methods, interventions, messages, materials, and strategies for current and future projects.
- 2) Cognitive interviewing and in-depth interviews may be conducted among the volunteer respondents. These may be individual interviews or focus group interviews. Cognitive interviews are commonly used for development and testing of specific data collection instruments and frequently involve several rounds of cognitive interviews with each iteration of the product. Results of cognitive interviews are used to make instrument design decisions that minimize response error and reduce burden to the public.
- 3) Quality control surveys may be conducted for recipients of educational information to ensure that health messages are accurate and appealing and meet the intended goals behind each message. These surveys may include in-person interviews, focus groups, paper-and-pencil surveys as well as online surveys.
- 4) Testing of new methodologies and materials may be conducted with participants using the enrollment, study methods and observations by experienced study methodologists. The purpose of testing methodologies and materials will be to assess project methods and

materials not yet used by CDC or used on a limited scale. Information from testing can be used to improve methods, messages, materials, and strategies to reduce the burden of future data collections.

Data will be collected using a combination of methodologies appropriate to each collection. These may include: evaluation forms; mail surveys; paper-and-pencil surveys, focus groups; cognitive interviews; automated and electronic technology (e.g. e-mail, Web-based surveys, pop-up websites); and Computer Assisted Personal Interviewing (CAPI) and Computer Assisted Self-Interviewing (CASI). Specific information will be provided for each survey.

3. Methods to Maximize Response Rates and Deal with Nonresponse

Financial inducement for participation may be offered according to the government-wide standard for cognitive testing and focus groups. Reminder emails may be sent as necessary to improve response rates for web surveys. For focus groups, project teams will make efforts to schedule groups at times and locations that are convenient for respondents. For example, evening hours are often most convenient for collecting information from parents and guardians who work and to the extent possible. Specific information will be provided for each individual data collection activity.

4. Tests of Procedures or Methods to be Undertaken

Focus groups will follow standard focus group discussion procedures and analysis of findings. Project objectives, research questions, and discussion guides will be developed with input from subject matter experts, program staff, and individuals with focus group development, moderation, and analysis experience. Some of the questions may undergo testing with individuals who meet the screening criteria in order to estimate time requirements and to ensure all questions are understood as intended by the targeted audience. Specific information will be provided for each individual data collection activity.

5. Individuals consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data.

Specific information will be provided for each individual data collection activity.