

National Recovery Month's Public Service Announcements Campaign Message Testing

A. Product Activity to be Assessed

The Center for Substance Abuse Treatment (CSAT) of the Substance Abuse and Mental Health Services Administration (SAMHSA) is requesting OMB approval for one new focus group tool consisting of the following:

- Screening questionnaire for potential participants (Attachment A)
- Participants' consent form / Focus group moderator's guide and ice-breaker / Public Service Announcement (PSA) scripts and scoring sheets (Attachment B)

CSAT is responsible for National Recovery Month, a social marketing and public awareness campaign that promotes the societal benefits of prevention, treatment, and recovery for mental and substance use disorders, celebrates people in recovery, lauds the contributions of treatment and service providers, and promotes the message that recovery in all its forms is possible. Recovery Month spreads the positive message that behavioral health is essential to overall health, that prevention works, treatment is effective and people can and do recover.

The PSAs produced in support of this campaign encourage viewers and listeners to seek treatment by accessing SAMHSA's treatment locator and/or by calling the 1-800-662-HELP line. These two resources are available for free, all year-round, and confidential. The PSAs are a tool for SAMHSA to depict the societal benefits of recovery rather than focusing on the negative sides and misconceptions associated with mental and/or substance user disorders.

In April 2015, SAMHSA released two PSA's that, up to the end of September of the same year, have aired **13,050** times in TV with approximately **115,831,000** viewer impressions at an estimated earned media value of **\$3,573,725.00**. The same PSAs for radio were broadcasted **37,819** times (equaling approximately **273.71** broadcast hours) on **563** outlets. The call to action in the PSAs has contributed to record-setting figures in the number of calls to SAMHSA's 1-800-662-HELP line as they are the only SAMHSA-produced TV and radio PSAs that promote these resources.

Each year, SAMHSA/CSAT consults with more than 200 Planning Partner constituency organizations, which consist of national and local community-based organizations (CBOs), government, public and private entities from the field of behavioral health. These constituents continue to express the need for PSAs for the observance and to promote other local resources. The PSAs are distributed to TV and radio stations nationally and posted on different web outlets, including constituents' websites. The PSAs are also produced with open endings for constituents to add their information or information about treatment referrals in their communities.

B. Brief Statement of Objectives

The overall objective of the focus groups is to obtain feedback from participants on three potential PSAs concepts. SAMSHA/CSAT will use the feedback provided to select only two PSAs that will later be produced. The proposed focus groups seek to gauge participant reactions

to the specific proposals, and to obtain ideas to make the concepts more relevant, identifiable, understandable, memorable, and appealing to TV viewers and radio listeners.

As an ice-breaker activity, the focus groups participants will also be asked to provide their perspective and understanding of language and terms often used in the field of behavioral health. These terms are:

- Behavioral Health
- Mental health
- Mental disorders
- Alcohol/drug addiction
- Alcohol/drug problems
- Substance use disorders

C. Overview of Methods to Collect Information

Data Collection Method

The information will be gathered by conducting a total of four focus groups in two different geographic locations: Bethesda, MD and Atlanta, GA. One focus group will be conducted in English and one focus group in Spanish in each location. SAMHSA/CSAT will produce each of the two selected PSAs in both languages hence the need to test the concepts with English-speaking and Spanish-speaking groups separately. Each focus group will be 90 minutes long. The time breakdown for each focus group is the following:

- 5 minutes to pre-screen potential participants (Attachment A).
- 90 minutes to read and sign consent forms (Part A); discussion of ground rules and ice-breaker activity (Part B); and the introduction, discussion, and scoring of PSA concepts (Part C). All of these parts are found within Attachment B.

SAMHSA/CSAT is seeking to conduct the focus groups in two different geographic locations to ensure participants represent a wide range of populations from diverse socio-economic, cultural, educational, and demographical backgrounds. This diversity in participants' backgrounds yields a comprehensive set of opinions, views, and reactions to the PSA concepts, including feedback about the proposed language, images, and the call to action in the announcements.

Identifying respondents and providing incentives

SAMHSA is looking to have a total of forty (40) potential participants that will be pre-screened prior to the focus groups (10 potential participants per focus group). Out of the 40 pre-screened potential participants, thirty-two (32) will be recruited and divided into four (4) groups of eight (8) each one, who will participate in a 90-minute focus group session, as follows:

- Two sessions will be conducted in Bethesda, MD, on December 7, 2015. One session will be conducted in English and one in Spanish.
- Two sessions will be conducted in Atlanta, GA, on December 11, 2015. One session will be conducted in English and one in Spanish.
- The participant recruitment will be based on the results of a screening questionnaire to be applied by: EurekaFacts/Shuggol (TBA) in the Bethesda, and the Jackson Group in Atlanta. See attachment S (Screening Questionnaire).

- Focus groups will be conducted preferably after work hours, based on potential participant’s availability.
- Through an ice-breaking activity, we will obtain information about participant understanding about the concept of recovery “recovery” and other terms often used in the field of behavioral health:
 - o Behavioral Health
 - o Mental health
 - o Mental disorders
 - o Alcohol/drug addiction
 - o Alcohol/drug problems
 - o Substance use disorders
- At the beginning of each session, participants will complete a release/consent form of use of the information provided, and a demographic questionnaire.
- To gain participants and reduce recruiting time and cost, the recruiting firms will offer participant a \$50 gift card.

Frequency of data collection

SAMHSA/CSAT is seeking to conduct the proposed four focus groups only one time. Each focus group will be 90 minutes long and each respondent will be asked to provide feedback as part of the overall conversation. The moderator will ensure all participants have an equal amount of time to participate. At the end of the session participants will be asked to rank the concepts on a sheet of paper.

Methods for Identifying Duplications

The information needed is specific to this program’s social marketing campaign and is not collected anywhere else.

D. Annualized Response Burden Estimate

Participant	Number of respondents	Responses per respondent	Total Number of Responses	Hours/ responses	Total hours	Hourly Wage	Total Hour Cost
Actual Focus Group Participants	32	1	32	1.5	48	35	1,680.00
Pre-screened Potential Participants	40	1	40	.08	3	0	0
Total	40		72		51		1,680.00

The estimated annualized cost to respondents for the proposed data collection activities is \$2,400.00. For the purposes of estimating annual cost, it is assumed that the participants will

participate once. The average burden was estimated based on independent review of the focus groups by the contractor and Federal staff.

Estimates of Annualized Cost to the Government

The estimate annualized cost to the government for the proposed data collection activities is \$14,033 and includes the cost to the contract as well as the GPO cost.

Position	Percent FTE	Annual Hours	Rate	Total Annual Cost
CMSAT GPO		40	\$59.40/hr	\$2,376
Contractor(s) – NOPEEI Contract		n/a	n/a	\$9,817
Totals	<i>varies</i>	<i>varies</i>	<i>varies</i>	\$12,193

E. Methods used to

develop the questions

Questions similar to those in the moderator’s guide have been asked to participants from focus groups conducted in previous years. The terms used for the ice-breaker are similar to terms used in focus groups conducted in previous years for the same purpose.

F. Consultants within SAMHSA/ CSAT and outside the Agency

The common measures submitted here for OMB approval are the result of lengthy consultation and discussion among SAMHSA/CSAT personnel, and contract representatives. The final selection of these measures was made by SAMHSA/CSAT senior officials.

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List of Attachments:

- Attachment A: Screening questionnaire for potential participants
- Attachment B: Part A -Participants’ consent form
Part B - Focus group moderator’s guide and ice-breaker
Part C - PSA scripts and scoring sheets