

Attachment B
Screening and Recruiting Questionnaire

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Screener for Concept Testing

“Talk. They Hear You” PSA aimed Hispanic/Latino Populations Spanish-Dominant Speakers

For each group, recruit 12 participants in anticipation of 10 to show.

PARTICIPANTS SELECTION CRITERIA

- Participants need to be Spanish dominant speakers
- Self-identify as Hispanic/Latinos
- Be able to read and write in Spanish
- Be parents or caregivers of children 9 to 15 years old
- Parents need to live with their children at least part time
- Parents with multiple children in the age group may qualify for one age group only
- Parents/caregivers need to be 18 and older

Each group needs a mix of three segments (per quotas listed below, table 1):

- Parents/caregivers with children 9 to 11 years old
- Parents/caregivers with children 12 to 13 years old
- Parents/caregivers with children 14 to 15 years old

Additionally, each group needs an overall mix of (quotas listed below, table 1)

- Mix of males and females
- Mix of educational levels
- Mix of income levels
- Mix of countries of origin

EXCLUSION CRITERIA

- Hispanic/Latinos 18 years old and older who do not have children 9 to 15 years old
- Hispanic/Latinos 18 years and older who have children ages 9 to 15, but do not live with them/no contact with them

- Hispanic/Latinos who have children younger than 9 years old and older than 15 years old
- Hispanic/Latinos who are English dominant speakers
- Hispanic/Latinos who are available to participate on the planned dates and times

Recruitment Objectives

Recruit 12 parents/caregivers of children aged 9 to 15 (to get ten participants per group) who are willing and available to participate in a FGD session of 90 minutes, preferable at evening hours.

PARTICIPANTS' QUOTA DISTRIBUTION

	FG1	FG2	FG3	FG4	TOTAL
	WDC (Metropolitan area)	CA Los Angeles (District 14)	TX (San Antonio)	FL (Miami- Dade)	4
Gender					
Female	5	5	5	5	20
Male	5	5	5	5	20
Children's Age					
9-11	3	4	3	3	13
12-13	4	3	3	4	13
14-15	3	3	4	3	13
Ethnicity					
Hispanic, Latino or Spanish Origin	10	10	10	10	40
Not of Hispanic, Latino, or Spanish Origin	0	0	0	0	0
Country of Origin					
Mexico		X	X		At least 2
Puerto Rico		X			At least 2
El Salvador	X				At least 2
Cuba				X	At least 2
Dominican Republic				X	At least 2
Colombia	X				At least 2
Guatemala		X			At least 2
Ecuador		X			At least 2
Venezuela				X	At least 2
Honduras	X				At least 2
Peru	X				At least 2
Nicaragua				X	At least 2

Other	Optional	Optional	Optional	Optional	At least 2 per any country of origin
Education					
No HS diploma, nor GED	1	1	1	1	4
HS graduate	3	3	3	3	12
Some college or tech school	3	3	3	3	12
College/Tech grad	2	2	2	2	8
Post-graduate	1	1	1	1	4
Language					
English dominant	0	0	0	0	0
Spanish dominant	8	8	8	8	32
Bilingual ENG/SPA	2	2	2	2	8

SCREENING QUESTIONNAIRE

Recruiter: *CONDUCT THE SCREENING IN SPANISH [Use the Spanish version]*

Hello. My name is _____. I work at _____ (organization's name)
We are interested in talking with Hispanic/Latino parents and caregivers who live at least part time with their children ages 9 to 15. The purpose of these conversations is to obtain ideas for a TV spot (called a "PSA") about underage drinking. As we are beginning the development of this product, we want your participation in the reviewing some concepts that have been developed. We would like to hear from Hispanic/Latino parents about their opinions, suggestions, and concerns about the proposed concepts, to make them more relevant and appealing for this target population.

1. Are you interested in participating in this group session?
 Yes No [*if No, terminate: "Thank you very much for your time. Have a good day/evening, goodbye."*]
2. Are you available to participate in a 90-minute session during the week of:
[TBA - includes dates and time for each city.]
 Yes No [*if No, terminate "Based on your availability, we cannot include you this time. Thank you for your interest."*]

Recruiter: *I am going to ask you some questions that will indicate whether you qualify to participate in this discussion group.*

1. Are you the mother/father or primary caregiver of a child between the ages of 9 and 15?
 Yes - Mother/Father [CONTINUE]
 Yes - Primary caregiver [CONTINUE]
 No - [Thank and terminate.]
2. What age is/are your children? [Recruiter: *Do not read. Mark in the appropriate range.*]
 9-11
 12-13
 14-15
[*If a potential participant has multiple children, select a mother/father only for one age group. Please refer to the quota for each city.*]
3. Are you of Hispanic, Latino, or Spanish origin?

- Yes - [CONTINUE]
- No - [Thank and terminate]

4. What is your race? Select all that apply. [Do not read, wait for the response.]

- American Indian/Alaska Native
- Asian
- Black/African American
- Native Hawaiian/Other Pacific Islander
- White

5. Please select which option describes you best.

- I only speak Spanish. [CONTINUE]
- I am a Spanish-dominant speaker. [CONTINUE]
- I am bilingual in English and Spanish. [CONTINUE, but check quota for each city.]
- I am an English-dominant speaker. [Thank and terminate.]
- I only speak English. [Thank and terminate.]

6. What is your country of origin?

- Mexico
- Puerto Rico
- Cuba
- Dominican Republic
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Colombia
- Ecuador
- Peru
- Venezuela
- Other [Record country.] _____

[Attempt to recruit at least two participants from each country of origin. Please refer to the quota for each city.]

7. Gender: Female Male

[Attempt to recruit five females and five males by group.]

8. Have you talked with your children about drinking alcohol?

- Yes

No

[Attempt to recruit a mix of participants who have and who have not spoken to their children about alcohol.]

9. What is the highest degree or level of education you have completed?

No high school diploma, nor GED

HS graduate or GED

Some college or tech school

College/Tech graduate

Postgraduate

[Attempt to recruit participants with a mix of educational levels. Please refer to the quota for each city.]

Recruiter: "Thank you for answering these questions. If you are selected as a group discussion participant, you will receive a call from me, or/and an e-mail to confirm your participation, and to be informed of the venue, date, and time of the group discussion session. Could you please provide us with information about the best way to contact you?"

Name: _____

E-mail: _____ Phone/Mobile: _____