

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0925-0678)

TITLE OF INFORMATION COLLECTION: Focus Groups to Test Messages and Creative Concepts for the National Institute of Neurological Disorders and Stroke (NINDS), Cognitive Impairment, Stroke, and Heart Attack Prevention Campaign

PURPOSE:

As part of larger research efforts to guide message and strategy development for a new educational campaign related to cognitive impairment, stroke, and heart attack prevention, NINDS will conduct focus group research to test relevance and appropriateness of proposed messages, creative concepts, materials, and delivery channels to NINDS’ audiences. Specifically, the focus groups will help NINDS:

- Understand whether proposed concepts and campaign messages resonate with the target audience;
- Identify additional themes that could be incorporated into campaign messaging;
- Catch any “red flag” themes or concepts that target audiences may find objectionable and should be avoided or removed from campaign messages.
- Identify additional partners and/or dissemination channels that should be included in the communication plan.

DESCRIPTION OF RESPONDENTS:

The audience will include men and women living in Nashville, TN, Charlotte, NC, and Arlington, VA between the ages of 45 and 65 years old who have high blood pressure, a significant and modifiable cardiovascular risk factor, including African Americans and Hispanics (because of the high rates of high blood pressure within these communities). NINDS is targeting a mix of 50% white participants, 25% Hispanic participants, and 25% African American participants.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input checked="" type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Marian Emr

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? n/a Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? n/a Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

In accordance with NIH and OMB guidance, NINDS proposes a \$40 honorarium be provided to participating respondents as a token of appreciation for their time.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	54	90 minutes	81hours
Totals	54	90 minutes each	81 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$37,000 FY14 only.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

NINDS will work with local, community-based partners in each focus group city (Nashville, Arlington, and Charlotte) to recruit voluntary participants from among the target audience. For each of three focus groups held in each of the three cities (a total of nine focus groups), NINDS and partners will recruit 8 participants to achieve a total group of 6 participants.

Key screening requirements will include:

- An existing diagnosis of high blood pressure;
- A minimum education level of high school graduate;

- A minimum household income of \$25,000 per year; and
- A mix of working and non-working adults.

Please see attached screener for additional details.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain
2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.