

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 0920-1027)**

TITLE OF INFORMATION COLLECTION:

Telephone Interviews to Screen Potential Focus Group Participants for Exploratory Research and Message Pre-Testing Among Foreign-Born Asian Americans

PURPOSE:

The purpose of the proposed telephone interviews is to identify eligible participants for focus groups to explore knowledge and attitudes about Hepatitis B among foreign-born Asian Americans, and to pre-test proposed campaign messages for CDC’s *Know Hepatitis B* campaign. This will help determine whether proposed campaign materials are understandable, culturally appropriate, and able to motivate participants to talk to their doctors about getting tested for Hepatitis B. CDC is sponsoring this effort, which is intended to improve the current campaign and ensure high quality of information offered to the public.

Know Hepatitis B is a national multilingual communications campaign promoting Hepatitis B testing among Asian Americans. Though Asian Americans make up less than 5% of the U.S. population, they account for more than 50% of the 1.2 million people living with Hepatitis B. In fact, an estimated 1 in 12 Asian Americans are living with hepatitis B, but as many as 2 out of 3 people do not know they are infected. Testing identifies people living with hepatitis B and helps them take steps to protect their health, including starting treatment that can delay or reverse the effects of liver damage. To help implement the campaign, CDC has partnered with the nationally recognized coalition, Hep B United (HBU) (<http://hepbunited.org>). HBU and CDC have been approved through a formal agreement to co-brand the *Know Hepatitis B* campaign. HBU is a valuable campaign partner, and provides cultural and linguistic expertise to the campaign. In addition, HBU works with Asian American communities in 20 cities across the U.S., providing much needed access to this hard to reach and often linguistically isolated population.

DESCRIPTION OF RESPONDENTS:

The respondents will be selected because of their potential for experiencing campaign messages and materials in one of 3 cities: Los Angeles, New York, or Houston. These cities represent areas in which a local HBU partner actively works to educate Asian Americans about hepatitis B, as well as a city that has a focus group facility with experience with Asian Americans. The main criteria for the initial screening respondents will be that they live in Los Angeles, New York, or Houston; are foreign-born Asian Americans who have immigrated to the US; primarily speak Mandarin Chinese, Korean or Vietnamese; and have limited English proficiency. In addition, English speaking Asians representing other Asian ethnicities will be recruited for the focus groups. As such, the respondents represent either current or potential customers of the *Know Hepatitis B* campaign.

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 |

Focus Group

Other: Telephone interview to screen participants

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: Cynthia Jorgensen, DrPH

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or Households Screener	250	10 minutes	42 hours
Totals	250	10 minutes	42 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$500.

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?

CDC has hired IW Group/GC Global Research, an Asian American specialty communications firm, to conduct the focus groups in Los Angeles, New York, Houston. Participants for the focus groups will be recruited volunteers that have registered with the focus group facilities. The focus group facility maintains the proprietary database of volunteers and does not share names with anyone outside, including CDC. Local HBU leaders will also help identify potential participants from the clients they serve and determine their interest in participating in the focus groups. To maintain confidentiality of their clients, HBU leaders will provide a flyer with information on volunteering for the focus group to clients that seek services from the HBU agency during a two week period prior to the beginning of the telephone screening process. Interested clients will be asked to contact the focus group facility and register for potential inclusion in the group. Potential participants will be determined from newly registered individuals and from their database of Asian Americans. These individuals will be contacted by telephone by a native speaker from the focus group facility and screened in-language for eligibility. Quota sampling will be used to recruit 150 individuals for a total of 15 focus groups in 3 cities. It is estimated that approximately 250 people will be contacted in order to fill the groups. Potential participants will be asked questions to determine if they meant the desired criteria for inclusion in the focus group. The criteria include: born in Asia, 30-50 years old, have had some high school education or higher, have lived in the US for more than 5 years, and have never been tested for Hepatitis B or diagnosed with liver disease or Hepatitis, live in a city where an HBU partner is present. The screening instrument is provided in English, but will be administered in the native language of the participant: Mandarin Chinese, Korean, Vietnamese, or in English for the English speaking groups.

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