

SUPPORTING STATEMENT A: INCENTIVES

No honorarium will be provided for participants.

SUPPORTING STATEMENT: B COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Respondent Universe and Sampling Methods
2. Procedures for the Collection of Information
3. Methods to Maximize Response Rates and Deal with Nonresponse
4. Tests of Procedures or Methods to be Undertaken
5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Background:

The purpose of the proposed focus groups is to explore knowledge and attitudes about Hepatitis C among Americans born 1945-1965 (or baby boomers), and to pre-test proposed campaign messages for CDC's *Know More Hepatitis* campaign. Baby boomers account for approximately 75% of people living with Hepatitis C. Both CDC and the US Preventive Services Task Force (USPSTF) recommend testing people born from 1945-1965 for Hepatitis C. CDC developed the Know More Hepatitis campaign to promote the new recommendation and works with grantees around the country, including the Viral Hepatitis Prevention Coordinators and Hepatitis C Community grantees, to help implement the campaign. Testing identifies people living with Hepatitis C, which can lead them to get into medical care and treatment. New and improved treatments can now cure the disease for many people, and if CDC's recommendation to test baby boomers is fully implemented, an estimated 120,000 lives can be saved over the next 10-20 years. This effort will help determine whether new proposed campaign materials are understandable and motivate participants to talk to their doctors about getting tested for Hepatitis C. CDC is sponsoring this effort, which is intended to improve the current campaign and ensure high quality of information offered to the public.

1. Respondent Universe and Sampling Methods

Quota sampling will be used to recruit Baby Boomers for participation in the focus groups. Participants will be recruited from lists of volunteers that have registered with the professional focus group facility hired for this effort. In addition, CDC's grantees will help identify potential participants and ask if they would be interested in participating in a focus group. If they express interest, the person will be provided a telephone contact to voluntarily register for the upcoming focus group. Final selection of participants will also be based on mix of gender, age, and ethnicity to ensure a wide variety of customers represented. Participants will be administered a screener to verify eligibility.

2. Procedures for the Collection of Information

Participants will answer a short series of screening questions on the telephone to evaluate their eligibility to participate. Eligible participants will be invited to come to an in-person focus group which will be moderated by a professional moderator. Participants will be asked a series of questions designed to establish what they know and don't know about hepatitis C. This will be followed by showing the participants a series of draft campaign storyboards and posters. Participants will be asked to provide their overall reaction, as well as what information they liked, disliked, found confusing, or was missing. The questions are designed to get feedback in order to improve campaign materials so that they will be more effectiveness in encouraging Baby Boomers to get screened for hepatitis C.

A note taker will be used to take notes on the group's discussion. Qualitative analysis will be used to elicit key themes and important points. Data will not be published, but will be used by project staff to make changes to improve the campaign materials. Completion of the screener, review of the draft materials, and participation in the discussion group will take up to 2 hours on the part of participants. This project does not require IRB review but has received a determination of non-research by the National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention at CDC.

3. Methods to Maximize Response Rates and Deal with Nonresponse

Not applicable

4. Tests of Procedures or Methods to be Undertaken

Not Applicable

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

No consultations were undertaken.