

Health Message Testing System Expedited Review Form

1. Title of Study: (Please append screener and questionnaire)

Audience Research on Self-Management Education

2. Study Population: (Discuss study population and explain how they will be selected/recruited.)

Focus groups will be conducted with individuals with 1 or more chronic conditions (segmented by gender). A professional recruitment agency will identify, screen, and schedule participants.

Respondent characteristics:

Number of subject:

Number of males:

Age range:

Number of females:

Race/ethnic composition:

Special group status: (e.g., risk group, health care providers)

Type of group(s):

Geographic Location(s):

3. Incentives: (State what incentive will be offered and justify proposed incentives to be used in study.)

All participants will receive an incentive of \$50. Research on participation in focus groups indicates that without providing minimal levels of incentive, insufficient numbers of participants will attend and results will not be useful.

4. Study method: (Please check **one** below)

Central location intercept interview:

Focus group:

Online Interview:

Individual in-depth interview (cognitive interview):

Telephone Interview: (CATI used: yes or no):

Other (describe):

5. Purpose of the overall communication effort into which this health message(s) will fit:

(Please provide 2-3 sentences below.)

The Centers for Disease Control and Prevention (CDC) is conducting focus group testing to explore the feasibility of developing a communication campaign to promote self-management education (SME) to people with a variety of chronic conditions, including arthritis, diabetes, heart disease, and others. The results of this testing activity will inform concept and message development as well as possible channels to raise awareness among people with a chronic condition.

6. Category of time sensitivity: (Please check one below)

Health emergency:

Time-limited audiences access:

Press coverage correction:

Time-limited congressional/administrative mandate:

Trend Tracking:

Ineffective existing materials due to historical events/social trends:

7. Describe nature of time sensitivity: (Please provide 2-3 sentences below.)

To address the growing population of Americans living with one or more chronic conditions, CDC has invested in evidence-based self-management education programs. However, participation in such programs remains low. Studies indicate many individuals who could benefit from self-management education have not participated because they have never heard of self-management education. It is imperative that CDC implement concept and channels testing efforts in the immediate future to develop a highly effective, engaging self-management education visibility campaign that appeals to people with a variety of chronic diseases, including arthritis, diabetes, heart disease, and others in order to leverage the overall benefit of self-management education programs to a wide patient audience. Two rounds of research are needed to test preliminary and revised concepts and channels prior to the end of this project (December 31, 2013).

8. Number of burden hours requested:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Women and men with 1 or more chronic condition (screening/scheduling, consent, discussion)	120	100 minutes	200 hours
Totals	120	100 minutes	200 hours

9. Are you using questions from the approved question bank?

If **yes**, please list the item number(s) for questions used from the question bank separated by a comma. (e.g., 1a, 3c, 130d)

*****Items below to be completed by Office of Associate Director for Communication (OADC)*****

1. Number of burden hours remaining in current year's allocation:

2. OADC confirmation of time-sensitivity:

Yes: X

No:

Project Officer