

Appendix A. Planes, Trains, and Auto-Mobility

This document provides further explanation of the overall goal of the project as well as a more in-depth description of the study population.

Planes, Trains, and Auto-Mobility: An Innovative Approach to Increase Walking in the Atlanta Hartsfield-Jackson Airport

The purpose of this submission is to obtain OMB clearance for Phase 1 of a three-phase project to be conducted in the Hartsfield-Jackson Atlanta International Airport. The project has been cleared through the CDC Institutional Review Board (see Appendix A1).

Goal: The overall goal of this project is to develop messages that will be used to motivate travelers to walk, rather than ride the train in the airport.

Because we are seeking to develop messages to promote walking in the Atlanta Airport, it is imperative that the concept/message development process is carried out with individuals currently using the airport. Due to the nature of airport travel, there is limited time available to interact with passengers as they move through the airport. This unique situation prevents the use of structured focus groups, which would otherwise be an appropriate method to develop message concepts. For these reasons, we propose to conduct three phases of data collection to develop message concepts.

Phase 1: Concept Development

The first phase of this project involves project staff conducting interviews with airport travelers to identify prominent concepts. For this phase, we will interview up to 200 respondents, 25 from each of the following audience segments:

	Men		Women		Total
	Business	Leisure	Business	Leisure	
Weekday (Mon-Fri)	25	25	25	25	100
Weekend (Sat-Sun)	25	25	25	25	100
Total	50	50	50	50	200

Interviews will take approximately 10 minutes to complete (maximum of 33 burden hours) and will follow the procedure explained in Appendix B: Instructions for Interviewers (includes use of Appendices B1, B2, B3 and B4). In the interest of reducing the length of each interview, participants will be answering multiple-choice questions. However, for questions asking a participant to state his or her opinion, space for an open-ended response is provided (Questions 6-9). Once the highest ranking concepts for individuals in an audience segment can be determined, we will cease interviews in that audience segment.

Phase 2: Initial Message Development

The prominent concepts discovered in the Concept Interviews will be used to develop an initial set of messages to increase walking in the Hartsfield-

Jackson Atlanta International Airport. At that point, our team will create a new submission for a second set of interviews to be cleared through OMB. Upon receiving OMB clearance, the interviews will begin. This phase of message development will determine those messages best received by airport travelers to promote walking in the airport.

Phase 3: Final Message Development

The third phase in our message development process will identify the best messages (based on the second set of interviews) to develop a final set of messages that will actually be used in the Atlanta Airport. After applying for and receiving OMB clearance, a final interview of travelers will be conducted. The set of messages receiving the most support from the final interview will be recommended to promote walking in the airport.

List of Appendices

Appendix A: Planes, Trains, and Auto-Mobility

Appendix A1: IRB Approval Letter

Appendix B: Instructions for Interviewers

Appendix B1: Concept Interview

Appendix B2: Interview Cards

Appendix B3: Response Form

Appendix B4: Participant Information Sheet

Appendix C: Handheld Screenshots