

Health Message Testing System Expedited Review Form

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

Community Health Media Center - Educational Campaign Materials Testing (Please see Attachments 1-5 for more information)

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

An online survey will be used to recruit respondents ages 18-64 from market research panels and sampled to reflect national population statistics. Age/gender/ethnicity distributions will reflect Census data projections. 67% will be screened in for being overweight or obese, according to BMI calculations (Approximately 69% of US population was overweight or obese in 2009/10; <http://www.cdc.gov/nchs/fastats/overwt.htm>).

Respondent characteristics:

Number of subject: 5400

Number of males: 2720

Age range : 18-64

Number of females: 2680

Racial/ethnic composition: Race/ethnicity distributions reflect Census data projections

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

Type of group(s): 67% will be screened in when a respondent's calculated BMI puts them in the overweight or obese category

Geographic location(s): Nationally representative

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

CDC is not providing direct incentives for this educational campaign material testing activity. Participants are members of custom online panels and will receive small incentives from the panel. The exact amount is determined by each panel, and this study will recruit from multiple panels. Typical incentives for panels are nominal amounts of money (approximately \$2) or a series of points that participants can collect over time to redeem for a nominal amount of money (approximately \$2). Other than these small rewards, there are no direct incentives for this material testing.

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): 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 testing will capture demographic information, relevant health behaviors and attitudes, prevention awareness, and attitudes toward the specific obesity-related health topics (e.g., active living & healthy eating). Materials from various educational campaigns will be evaluated by each respondent with repeated measures capturing ad appeal, attention, believability, perceived effectiveness, relevance, message interest, and trust. Approximately 30 educational campaign materials will be tested across each of 4 waves for a total of approximately 120 materials. The 4 waves divide the materials into 4 categories of focus: beverages, physical activity, foods, and cross-cutting.

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

- Health emergency: Time-limited audience access:
 Press coverage correction: Time-limited congressional/administrative mandate:
 Trend Tracking Ineffective existing materials due to historical event/social trends:

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

Current Division of Community Health (DCH) materials are specifically tailored to the division's four programs (Communities Putting Prevention to Work, Community Transformation Grants, Healthy Communities, and Racial and Ethnic Approaches to Community Health) as modeled under the previous organization known as the Division of Adult and Community Health. Under the reorganization, such resources are ineffective as they do not align with DCH's vision of community health as an aggregate effort promoting sustainable community action to improve health and achieve health equity. It is imperative that DCH implement material testing efforts in the immediate future to inform the development of new communication efforts and materials. Educational campaign materials, like those tested as part of this effort, are available through the Community Health Media Center website.

8. Number of burden hours requested:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Online panelist (screener) per wave (4 waves)	1350 x 4 = 5400	3/60 hrs	270 hrs
Online panelist (online survey) per wave (4 waves)	1250 x 4 = 5000	22/60 hrs	1834 hrs
Totals	5400 resp.	3/60 or 25/60 hrs	2104 hrs

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)

[Listed in order of first use.] HMTS questions: 3a, 4a, 8a, 2b, 14c, 16f, 42f, 46f, 55f, 30d, 15d, 26e, 36e, 39e, 74e, 68e, 69e, 71e, 40e, 33e, 35e, 13e, 72e, 73e, 15d, 12a
 Modified HMTS questions: 1a, 5a, 1b, 15c, 37a, 16f, 34a, 17f, 54f, 22d, 25d, 30e, 39e, 73e, 22d, 25d, 30f, 10a, 14a, 13a

***** 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:

No: **Project Officer**