

Educational Campaign Materials Testing for CDC's Division of Community Health

Description of Attachments to the HMTS Expedited Review Form

Attachment 1

Attachment 1a: Summary of Procedures

Attachment 1b: Burden Hours and Estimated Characteristics of Respondents

Attachment 2

Attachment 2a: Online Screener: Waves 1 - 4

Attachment 2b: Online Survey for Wave 1: Beverages

Attachment 2c: Representative Screenshots of Online Screener and Survey for Wave 1: Beverages

Attachment 2d: CHMC Education Campaign Materials: Beverages (Year 1, Wave 1)

Attachment 3

Attachment 3a: Online Screener: Waves 1 - 4

Attachment 3b: Online Survey for Wave 2: Physical Activity

Attachment 3c: Representative Screenshots of Online Screener and Survey for Wave 2: Physical Activity

Attachment 3d: CHMC Education Campaign Materials: Physical Activity (Year 1, Wave 2)

Attachment 4

Attachment 4a: Online Screener: Waves 1 - 4

Attachment 4b: Online Survey for Wave 3: Food

Attachment 4c: Representative Screenshots of Online Screener and Survey for Wave 3: Food

Attachment 4d: CHMC Education Campaign Materials: Food (Year 1, Wave 3)

Attachment 5

Attachment 5a: Online Screener: Waves 1 - 4

Attachment 5b: Online Survey for Wave 4: Healthy Living

Attachment 5c: Representative Screenshots of Online Screener and Survey for Wave 4: Healthy Living

Attachment 5d: CHMC Education Campaign Materials: Healthy Living (Year 1, Wave 4)

Educational Campaign Materials Testing for CDC's Division of Community Health

Attachment 1 to the HMTS Expedited Review Form

Contents

Attachment 1a: Summary of Procedures 3
Attachment 1b: Burden Hours and Estimated Characteristics of Respondents 6

Attachment 1a: Summary of Procedures

Testing Overview

The Centers for Disease Control and Prevention (CDC) has contracted with FHI 360 to conduct evaluations of TV, radio and print materials through multiple waves of online surveys during each year of the contract, with four waves in year one. Each wave will consist of 1250 respondents who will review up to 30 educational campaign materials in each wave for a total of 120 materials in the first year. It is estimated that 100 people per wave will be screened out of the survey when recruitment categories are full. These numbers are reflected in the burden analysis. Each wave of evaluation will consist of a questionnaire that respondents will complete before material testing begins to capture demographic information, relevant health behaviors and attitudes, media exposure and prevention awareness, including media use measures, and attitudes toward the specific health issue being investigated (e.g., obesity, mental health, tobacco-free living, active living and healthy eating). Approximately six materials will then be evaluated by each respondent with repeated measures capturing

- material liking
- attention
- memorability
- effectiveness
- message interest
- trust
- persuasiveness
- importance
- believability

The final part of the assessment will gauge behavioral intention to take health-related action after exposure to the messages in the materials.

Data collection summary reports with topline results will be written and the data will be formatted into an interactive Excel presentation called a “flash report” that includes graphs of closed-ended questions and a drop-down menu that allows a quick look at the results through a wide range of desired demographic, behavioral, or attitudinal breakouts. In addition, the material evaluation data itself will be formatted into a consumer assessment grid for use by campaign planners, health advocates, and those interested in how a particular educational campaign material, or set of materials, performs on a series of relevant metrics (e.g., viewer liking, memorability, personal importance, and effectiveness). Thus, depending on a campaign planner’s goals, top performing materials can be identified easily for subsequent use.

Data Collection Summary

The data collection will consist of the following respondents and procedure:

Respondents. The respondents will be drawn from a national panel using an online survey ($N = 1250$) for each wave of evaluation:

- Respondents ages 25-64 will reflect national population distribution.
- 67% will be screened in for being overweight or obese based on BMI calculations.
- Age/gender/ethnicity distributions will approximately reflect current Census data projections.
- Average estimated screener and survey length = 25 minutes.

Consent. The survey will be implemented electronically over the Internet. Prior to beginning the survey, participants will see a statement on their screen disclosing security procedures, the option to refrain from responding to questions, and that participation is voluntary. The statement will read as follows:

"Thank you for your interest in participating in this survey about health information. Your participation in this survey is completely voluntary. The screener will take approximately 3 minutes to complete. If you qualify to participate, the online survey will take approximately 22 minutes of your time. In this online survey you are going to be shown sample advertisements and asked to share your honest opinions about them.

Your responses will be entered into a database and will only be seen by researchers associated with this online survey. Your answers will be kept secure to the extent permitted by law. There will be no risk to you. You may stop at any time. You will receive your gift, as it is explained in your online survey invitation, after completing the online survey.

If you have any questions about this online survey or about your rights as an online survey participant, please email them to StudyInfo@fhi360.org.

By clicking 'Next,' I am agreeing to the above project description."

Completion of the survey will be considered consent to the procedures noted in the disclosure.

Procedures. Upon qualifying for the study, each respondent will answer a series of pre-test questions from the HMTS, some of which will be slightly modified, to capture relevant health attitudes, beliefs, interests, intentions, and behaviors related to the specific health issue being investigated.

Each respondent will then evaluate approximately 6 pre-selected print, radio, and television materials. Order exposure will be randomized to avoid order bias.

First, a set of three or four materials simulating a "campaign" will be individually evaluated, and then collectively assessed. Participants will then either view 1) another set of three or four materials simulating a second "campaign" that will be individually evaluated, and collectively assessed; or 2) three or four additional "individual" materials (not grouped as part of a campaign) that will be individually evaluated, with no summary assessment.

Following exposure to approximately 6 materials, respondents will complete a post-test to capture relevant health attitudes, beliefs, interests, intentions, and behaviors related to the specific health issue being investigated.

Analysis. Appropriate statistical tests will be performed on key variables to assess differences in material evaluations.

- For continuous pre/post measures, paired comparison t-tests will be run, while analyses comparing different demographic groups may employ analysis of variance.
- Paired categorical data (e.g., yes/no questions) will be subjected to a chi-square test utilizing the McNemar option for paired data.

Timing. We expect to field the online survey in the summer of 2013 using a market panel. In year 1, we expect to field four waves concurrently. Wave 1 will focus on beverages; wave 2 will focus on physical activity; wave 3 will focus on food; and wave 4 will focus on cross-cutting materials.

Attachment 1b: Burden Hours and Estimated Characteristics of Respondents

Educational Campaign Materials Testing for CDC's Division of Community Health Attachment to the HMTS Expedited Review Form

Burden Hours

Instrument Name	Type of Respondents	Number of Respondents	Number of Responses per Respondent	Burden per Response (in hr)	Total Burden (in hr) by Form	Total Burden (in hr) by Wave
Wave 1: Online Screener	General Population	1350	1	3/60	68	526
Wave 1: Online Survey	General Population	1250	1	22/60	458	
Wave 2: Online Screener	General Population	1350	1	3/60	68	526
Wave 2: Online Survey	General Population	1250	1	22/60	458	
Wave 3: Online Screener	General Population	1350	1	3/60	68	526
Wave 3: Online Survey	General Population	1250	1	22/60	458	
Wave 4: Online Screener	General Population	1350	1	3/60	68	526
Wave 4: Online Survey	General Population	1250	1	22/60	458	
Total		5400				2104

Estimated Race and Ethnicity of Respondents

Race	Hispanic or Latino Census Percentage	Not Hispanic or Latino Census Percentage	Number of Hispanic or Latino Respondents Per Wave	Number of Not Hispanic or Latino Respondents Per Wave	Number of Respondents Per Wave	Total Number of Respondents
White	15.85%	64.77%	214	874	1088	4352
Black or African American	0.88%	12.27%	12	165	177	708
Asian	0.05%	4.91%	1	66	67	268
American Indian or Alaska Native	0.04%	1.02%	1	14	15	60
Native Hawaiian or Pacific Islander	0.00%	0.20%	0	3	3	12
TOTAL			228	1122	1350	5400

Estimated Gender and Age of Respondents

Age Groups	Number of Men	Number of Women	Total Number of Respondents Per Wave	Number of Waves	Total Number of Respondents
18-24	0	0	---	---	---
25-34	173	177	350	4	1400
35-44	165	165	330	4	1320
45-49	87	86	173	4	692
50-54	93	90	183	4	732
55-59	87	82	169	4	676
60-64	75	70	145	4	580
TOTAL Per Wave	680	670	1350	4	---
TOTAL ALL WAVES	2720	2680			5400