

**Communities Putting Prevention to Work
National Prevention Media Initiative Focus Groups with Parents/Caregivers**

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**Communities Putting Prevention to Work
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Background

The CDC Communities Putting Prevention to Work (CPPW) National Prevention Media Initiative supported 50 states and local grantees in their efforts to promote and institutionalize healthy behaviors related to obesity control and prevention, nutrition, physical activity, and tobacco control and prevention. Through CPPW, grantees implemented activities to support environmental change in their communities. CPPW sought to achieve broad-reaching, high-impact, and sustainable change to reduce chronic disease morbidity and mortality associated with obesity and tobacco use by working with grantee communities to develop and place local media buys using creative materials from an approved pool of content. CDC also partnered with the communities to undertake proactive media outreach activities resulting in earned media placements.

In order to test draft campaign materials for the CPPW initiative, formative research was planned with the following overarching objectives.

- To elicit input from parents/caregivers on a brand identity/logo
- To understand responses to CPPW messaging in print advertising, TV, and radio spots
- To elicit reactions to a sample CPPW website homepage
- To explore attitudes regarding promotion of policy, systems, and environmental change for healthy living in communities

Overview - 2010 Focus Groups/Triads

In August 2010, a total of 12 focus groups were conducted with parents/caregivers and 3 triads were conducted with community leaders. These discussion groups were convened in the following 3 CPPW-funded communities: Jefferson County, Alabama (South); Minneapolis, Minnesota (Mid-West); and Philadelphia, Pennsylvania (North East).

Objective: The objective of the focus groups was to generate and refine the elements of the proposed campaign brand and visual identity. In each group, participants reviewed:

- two print ads (“Orange Soda” and “Nearest Neighborhood Park”);
- three alternative logos (which were potential URLs for the project); and
- sample CPPW media initiative website pages.

Focus Groups/Triads: Focus groups were conducted with parents/caregivers of young children (0–10 yrs.) and parents/caregivers of older children (11–18 yrs.) Triads were conducted with community leaders and activists.

In selecting these locations, the following criteria were considered:

- Geographical distribution
- Balance of larger and smaller communities
- Focus on obesity or both obesity and tobacco
- Diversity of population
- State obesity prevalence rates

- Availability of facilities

Recruitment: A market research company was retained to recruit participants for the focus groups and triads. FHI 360, in conjunction with CDC, developed a screening questionnaire designed to ensure that participants represented a mix of age ranges, income levels, and races/ethnicities reflective of the selected cities. In addition, recruitment targeted parents/caregivers who reported feeling overwhelmed.

Moderator’s Guide: Discussion questions elicited perspectives on challenges and opportunities in the respective communities, presented potential brand identities, and solicited feedback on print and digital design elements for the visual identity.

Proposed Research Plan for 2013 Focus Groups

Methodology and Research Design

FHI 360 proposes to revisit the 3 CPPW-funded communities: Philadelphia, PA, Minneapolis, MN, and Jefferson County (Birmingham), AL. These focus groups will replicate the same type of parent/caregiver respondents that participated in the 2010 discussion groups to assess what, if anything has changed in these communities as it relates to obesity since the CPPW Media Initiative. FHI 360 will retain the same market research company to recruit participants. In 2010 audience segments included parents/caregivers and community leaders. For the 2013 focus groups we will focus only on parents/caregivers because parents/caregivers continue to represent the core supporters of community and environmental change. Table 1 compares the 2010 discussion groups with the proposed 2013 focus groups.

Table 1: Comparison Table of the 2010 and 2013 Discussion Groups

	2010 Discussion Groups	2013 Focus Groups
Audience Segment	<ul style="list-style-type: none"> • Parents/caregivers of young children (0-10 yrs.) • Parents/caregivers of older children (11-18 yrs.) • Community Leaders 	<ul style="list-style-type: none"> • Parents/caregivers of young children (0-10 yrs.) • Parents/caregivers of older children (11-18 yrs.)
Site Selection	<ul style="list-style-type: none"> • Jefferson County, Alabama • Minneapolis, Minnesota • Philadelphia, Pennsylvania 	<ul style="list-style-type: none"> • Jefferson County, Alabama • Minneapolis, Minnesota • Philadelphia, Pennsylvania
Brand Identities/ URLs	<ul style="list-style-type: none"> • This Stops Here • You Can Change This • We Can Fix This • CPPW Media Initiative Website 	N/A
Concepts/ Ads	<ul style="list-style-type: none"> • Orange Soda • Nearest Neighborhood Park 	<ul style="list-style-type: none"> • Orange Soda • Nearest Neighborhood Park • Corner Store • Children deserve more ways to be active • People-friendly streets

Two groups will be convened for each audience segment in each city—12 groups total—selected from three communities with similar constituents, environmental challenges, or other key characteristics. Table 2 illustrates the discussion group design.

Table 2: 2013 Focus Group Design

Audience Segment	Jefferson County, Alabama	Minneapolis, Minnesota	Philadelphia, Pennsylvania	Total
Parents/ Caregivers of young children (0–10 yrs.)	2 Groups (8 participants/group)	2 Groups (8 participants/group)	2 Groups (8 participants/group)	6 Groups
Parents/ Caregivers of older children (11-18 yrs.)	2 Groups (8 participants/group)	2 Groups (8 participants/group)	2 Groups (8 participants/group)	6 Groups

Focus Groups with Parents/Caregivers

FHI 360 will use the same eligibility screener from the 2010 focus groups. The eligibility screener was designed in conjunction with CDC to ensure that participants represent a mix of age ranges, income levels, and races/ethnicities reflective of the selected cities. In addition, recruitment will target parents/caregivers who feel overwhelmed.

Parents/Caregivers

- Parents/Caregivers of young children (0–10 yrs.)
 - Must be a parent or primary caregiver of at least two children not older than 10 years of age
 - Somewhat or very interested in healthy foods, physical activity, and preventing smoking tobacco use, as it relates to their children
 - Feel they do not have enough time in a day to attend to all their commitments and obligations
 - Comfortable sharing their opinions in a group setting

- Parents/Caregivers of older children (11-18 yrs.)
 - Must be a parent or primary caregiver of two children not older than 18 years of age; at least one child must be 11 years of age or older
 - Somewhat or very interested in healthy foods, physical activity, and preventing smoking tobacco use, as it relates to their children
 - Feel they do not have enough time in a day to attend to all their commitments and obligations
 - Comfortable sharing their opinions in a group setting

Recruitment: The focus group facility will utilize their existing database to retrieve names of potential participants. Ten participants will be recruited to seat eight in each session. These individuals will be screened using the screening questionnaire through telephone interviews to ensure they meet the screening criteria. The facilities will submit their list of recruits for final acceptance of each participant. Participation will be strictly voluntary and based on informed consent. Prior to participating in the group discussion, respondents will be asked to read and sign a consent form. All participants who agree to participate in the focus groups will be given a copy of the consent form to retain for their records.

Focus Groups: We anticipate the focus groups will last no longer than 90 minutes. A professional moderator will facilitate the focus groups. The focus groups will be audio recorded and transcribed. CDC staff and other key representatives may observe the focus groups on site in an observation room and/or listen via telephone.

Moderator’s Guides: Discussion questions will elicit perspectives on challenges and opportunities in the respective communities related to obesity and solicit feedback on print materials. Specific domains include:

- Perceptions regarding the prevalence of obesity and related issues in their community
- Awareness of what their community has been/is doing related to obesity prevention
- Perception of what obesity prevention efforts are now needed

Analysis and Report Writing: After receiving the transcripts of the focus groups, the data will be analyzed for the purpose of categorizing responses and of measuring the relative importance of respondent characteristics, attitudes, behaviors, and future plans. Upon completion of the research and analysis, a report will be produced, which will include the following components:

- Overview of the research design
 - Summary of key findings and recommendations
 - Moderator's guide and
 - Eligibility Screener.
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Attachment 1b : Burden Hours and Distribution of Respondents

Communities Putting Prevention to Work National Prevention Media Initiative Focus Groups with
Parents/Caregivers

Type of Respondents	Form Name	Number of Respondents	Number of Responses per Respondent	Burden per Response (in hr)	Total Burden (in hr)
Parents/ Caregivers of young children (0-10 yrs.)	Eligibility Screener	60	1	5/60	5 hrs
	Moderator's Guide	48	1	90/60	72 hrs
Parents/ Caregivers of older children (11-18 yrs.)	Eligibility Screener	60	1	5/60	5 hrs
	Moderator's Guide	48	1	90/60	72 hrs
TOTAL					154 hrs

Distribution of Respondents

Audience Segment	Type of Respondent	Jefferson County, Alabama	Minneapolis, Minnesota	Philadelphia, Pennsylvania	Total Number of Groups	Total Participants
Parents/ Caregivers of young children (0-10 yrs.)	Eligibility Screener Only Participant	2 Groups (2 participants/ group)	2 Groups (2 participants/ group)	2 Groups (2 participants/ group)	6	12
	Focus Group Participant	2 Groups (8 participants/ group)	2 Groups (8 participants/ group)	2 Groups (8 participants/ group)		48
Parents/ Caregivers of older children (11-18 yrs.)	Eligibility Screener Only Participant	2 Groups (2 participants/ group)	2 Groups (2 participants/ group)	2 Groups (2 participants/ group)	6	12
	Focus Group Participant	2 Groups (8 participants/ group)	2 Groups (8 participants/ group)	2 Groups (8 participants/ group)		48
TOTAL		40 Participants	40 Participants	40 Participants	12	120