

# Health Message Testing System Expedited Review Form

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

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

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

The study population will be parents/caregivers of young and older children (0–10 yrs. and 11-18 yrs.) in three CPPW-funded communities: Philadelphia, PA; Minneapolis, MN; and Jefferson County (Birmingham), AL. A market research company was retained to recruit participants for the focus groups. 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. Ten participants will be recruited to seat eight in each session.

### Respondent characteristics:

Number of subjects: 96

Number of males: 29

Age range: 25-64  
years old

Number of females: 67

Racial/ethnic composition: At least 48 non-white participants

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

Type of group(s):

Parents/caregivers of young children (0–10 yrs.)  
Parents/caregivers of older children (11–18 yrs.)

Geographic location(s):

Jefferson County, Alabama; Minneapolis, Minnesota;  
Philadelphia, Pennsylvania

## 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): 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 relevant health behaviors and attitudes among parents/caregivers residing in CPPW obesity-funded communities toward the specific obesity-related health topics (e.g., active living and access to healthy foods) after the CPPW media activities. We will obtain reflections on appeal, attention, believability, perceived effectiveness, and message interest from parents/caregivers.

**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.)

The CPPW National Prevention Media Initiative is project is coming to an end in September 2013. In August 2010, (OMB No. 0920-0572), the beginning of the CPPW National Prevention Media Initiative, we conducted focus groups in these 3 communities. We plan to revisit these same 3 communities to replicate elements of the August 2010 focus groups, collecting cross-sectional qualitative contextual information that will allow us to learn about program/media initiative's sustainability. This is an opportunity to hear from parents regarding their perspectives on challenges and opportunities related to obesity, and their perception of what obesity prevention efforts are now needed. This information will be useful to assess the CPPW National Prevention Media Initiative and to inform future communication efforts.

**8. Number of burden hours requested:**

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Screener for Parents/ Caregivers of children	10 x 12 = 120	5/60 hours	10 hours
Parents/ Caregivers of children (0-10 yrs. and 11-18 yrs.)	8 x 12 = 96	90/60 hours	144 hours
<b>Totals</b>	120	5/60 or 90/60	154 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)

2b, 14c, 1b, 10a, 14a, 17f, 27a, 5a, 3a, 4a, 13a, 12a, 1a, 45d, 7d, 31d, 1d, 2d, 12d, 24d, 1f, 136d, 123d, 124d, 125d, 126d, 127d, 76d

**\*\*\* 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**