

Community Health Media Center – Testing Educational Campaign Materials with African American and Hispanic Audiences

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Attachment 1a: Testing Plan

Background

The Centers for Disease Control and Prevention (CDC) has contracted with FHI 360 to assess television, radio and print materials through an online survey. The educational campaign materials identified for testing were selected from materials made available to local communities through the CDC Division of Community Health (DCH) Community Health Media Center (CHMC).

Specifically, the materials selected for testing in this data collection request are those that target one of three vulnerable populations (African Americans, Hispanic (English speaking), and/or Hispanic (Spanish speaking)) distributed across four educational campaign topics (healthy drinks, physical activity, healthy food, and healthy living).

A total of 114 educational campaign materials are proposed for testing in a nested design:

- 32 ads developed for use with African American audiences
 - 13 ads focusing on healthy drinks
 - 6 ads focusing on physical activity
 - 6 ads focusing on healthy food
 - 7 ads focusing on healthy living
- 41 ads developed for use with Hispanic English speaking audiences
 - 14 ads focusing on healthy drinks
 - 10 ads focusing on physical activity
 - 7 ads focusing on healthy food
 - 10 ads focusing on healthy living
- 41 ads developed for use with Hispanic Spanish speaking audiences
 - 13 ads focusing on healthy drinks
 - 10 ads focusing on physical activity
 - 12 ads focusing on healthy food
 - 6 ads focusing on healthy living

Information will be collected from respondents before and after exposure to campaign materials in a continuous 3-part process (pre-exposure information collection; exposure to campaign materials; and post-exposure information collection). For each material, respondents will be asked to assess the following:

- likability
- salience
- 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.

A data collection summary report 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 assessment data itself will be formatted into a consumer feedback grid for use by educational campaign planners, health organizations, and those interested in how a particular educational campaign material, or set of materials, performs on a series of relevant metrics (e.g., likability, memorability, personal importance, and effectiveness). Thus, depending on an educational campaign planner’s goals, top performing materials can be identified easily for subsequent use.

Methodology

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

Respondents. The respondents will be drawn from national panels using online surveys and will comprise the following respondents:

- African Americans
- Hispanic (English speaking)
- Hispanic (Spanish speaking)

We propose that each ad will be reviewed by 200 participants of the audience for which the ad was developed. Five to seven ads will be shown to each participant. All respondents will be 25–64 years-old. Within each of the above categories, 67% will be screened in for being overweight or obese based on BMI calculations. Age and gender distributions will approximately reflect current Census data projections. The average estimated screener and survey length is 25 minutes.

The number of respondents will be recruited as follows:

African American Audience			
Educational Campaign Topic	Number of Ads	Number of Respondents	Total Number of Respondents by Educational Campaign Topic
Healthy Drinks	6	200	400
	7	200	
Physical Activity	6	200	200
Healthy Food	6	200	200
Healthy Living	7	200	200
Total	32		1,000
Hispanic Audience (English speaking)			
Educational Campaign Topic	Number of Ads	Number of Respondents	Total Number of Respondents by Educational Campaign Topic
Healthy Drinks	7	200	400
	7	200	
Physical Activity	5	200	400
	5	200	
Healthy Food	7	200	200
Healthy Living	5	200	400
	5	200	
Total	41		1,400
Hispanic Audience (Spanish speaking)			
Educational Campaign Topic	Number of Ads	Number of Respondents	Total Number of Respondents by Educational Campaign Topic
Healthy Drinks	7	200	400
	6	200	
Physical Activity	5	200	400
	5	200	
Healthy Food	6	200	400
	6	200	
Healthy Living	6	200	200
Total	41		1,400

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 'Continue,' I am agreeing to the above project description.”

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

Procedures. Information will be collected from respondents before and after exposure to campaign materials in a continuous 3-part process (pre-exposure information collection; exposure to campaign materials; and post-exposure information collection).

Respondents will answer a series of questions to capture relevant health attitudes, beliefs, interests, intentions, and behaviors related to the specific health issue being investigated.

They will then assess five to seven pre-selected print, radio, and television materials. Exposure order will be randomized to avoid order bias. Respondents will first review a set of materials simulating an “educational campaign.” Each ad in the educational campaign will be individually assessed, and then after reviewing each of the ads, respondents will assess the multiple educational campaign materials collectively as a group/set. Participants will then either review 1) a second “educational campaign” made up of multiple education campaign materials; or 2) three or four “individual” materials (not grouped as part of an educational campaign) that will be individually assessed.

Following exposure to all materials, respondents will be asked additional questions about relevant health attitudes, beliefs, interests, intentions, and behaviors related to the specific health issue being investigated.

Analysis. Appropriate statistical tests (e.g., paired comparison t-tests, McNemar statistic) will be performed on key variables to assess differences across materials.

Timing. We expect to field the online survey December 2014 through February 2015 using online market panels.

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Attachment 1b: Burden Hours Table

Type of Respondents	Form Name	Number of Respondents	Number of Responses per Respondent	Burden per Response (in hrs)	Total Burden (in hrs)
African American	Screeener & Survey Instrument for Healthy Drink Ads	400	1	25/60	167
	Screeener & Survey Instrument for Physical Activity Ads	200	1	25/60	83
	Screeener & Survey Instrument for Healthy Food Ads	200	1	25/60	83
	Screeener & Survey Instrument for Healthy Living Ads	200	1	25/60	83
Total for African American Respondents					416
Hispanic (English speaking)	Screeener & Survey Instrument for Healthy Drink Ads	400	1	25/60	167
	Screeener & Survey Instrument for Physical Activity Ads	400	1	25/60	167
	Screeener & Survey Instrument for Healthy Food Ads	200	1	25/60	83
	Screeener & Survey Instrument for Healthy Living Ads	400	1	25/60	167
Total for Hispanic (English speaking) Respondents					584
Hispanic (Spanish speaking)	Screeener & Survey Instrument for Healthy Drink Ads	400	1	25/60	167
	Screeener & Survey Instrument for Physical Activity Ads	400	1	25/60	167
	Screeener & Survey Instrument for Healthy Food Ads	400	1	25/60	167
	Screeener & Survey Instrument for Healthy Living Ads	200	1	25/60	83
Total for Hispanic (Spanish speaking) Respondents					584
Total					1,584