

# Health Message Testing System Expedited Review Form

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

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

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

An online survey will be used to recruit adult African Americans and Hispanic respondents from market research panels. Two-thirds of the participants will be screened in for being overweight or obese, according to BMI calculations (Approximately 69% of US population was overweight or obese in 2011–2012; <http://www.cdc.gov/nchs/data/hus/hus13.pdf#064>).

### Respondent characteristics:

Number of subject:

Number of males:

Age range:

Number of females:

### Race/ethnic composition:

- 1) African Americans (n=1,000)
- 2) Hispanic/Latinos fluent in English (n=1,400)
- 3) Hispanic/Latinos fluent in Spanish (n=1,400)

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

Type of group(s):

Geographic Location(s):

## 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):

Other (describe):

## 5. Purpose of the overall communication effort into which this health message(s) will fit: (Please provide 2-3 sentences below.)

Approximately 114 educational campaign materials will be tested with the audience(s) for which the materials were developed (African American (32 ads), Hispanic-English (41 ads), and Hispanic-Spanish (41 ads)). Materials for each of these audiences focus on one of 4 categories: healthy drinks, physical activity, healthy food, or healthy living. Materials are housed in CDC's Community Health Media Center (CHMC) and can be accessed for use in state and local health campaigns. Information will be collected to assess ad appeal, salience, believability, perceived effectiveness, relevance, message interest, and trust. The information to be collected will be used by media campaign planners to select and place ads.

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

Health emergency:

Time-limited audiences access:

Press coverage correction:

Time-limited congressional/administrative mandate:

Trend Tracking:

Ineffective existing materials due to historical events/social trends:

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

Current Division of Community Health (DCH) materials need to 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 materials and use of existing ones, specifically with African American and Hispanic populations.

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

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
African Americans	1,000	25/60 hrs	416 hrs
Hispanic/Latino (English-speaking)	1,400	25/60 hrs	584 hrs
Hispanics/Latino (Spanish-speaking)	1,400	25/60 hrs	584 hrs
<b>Totals</b>	<b>3,800</b>	<b>25/60 hrs</b>	<b>1,584 hours</b>

**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:

Barbara Morrison

**Project Officer**