

Appendix H: Recruitment Screener

CDC estimates the average public reporting burden for this collection of information as 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: CDC/ATSDR Information Collection Review Office, MS D-74; 1600 Clifton Road NE, Atlanta, Ga. 30333; OMB No. 0920-0572.

Overview

CommunicateHealth will recruit a total of 48 participants for 6 in-person focus groups in San Francisco, CA, and the Washington, D.C. metro areas (3 groups in each location). Our desired participants are adults with asthma, diabetes, and cardiovascular disease, and parents of children with asthma and diabetes.

Age: Recruit a mix of ages (no participants will be under 18 years old)

Education level: At least a third will have a high school education or less

Race/Ethnicity: Mixed

Gender: Mixed

Income level: At least a third will be considered low income

Health status: Mix of adults with asthma, diabetes, and cardiovascular disease, and parents of children with asthma and diabetes, according to the following:

- **Group 1:** Adults with asthma – San Francisco
- **Group 2:** Adults with asthma – Washington, D.C.
- **Group 3:** Adults with cardiovascular disease and/or diabetes – San Francisco
- **Group 4:** Adults with cardiovascular disease and/or diabetes – Washington, D.C.
- **Group 5:** Parents of a child with asthma or diabetes – San Francisco
- **Group 6:** Parents of a child with asthma or diabetes – Washington, D.C.

We will exclude from participation people who:

- Are under the age of 18
- Have participated in any research within the past 6 months
- Conduct market research or work in advertising or public relations
- Work in public health or health care
- Work for the Federal government
- Are unable to speak and read English well enough to complete the study

Script

Hello,

My name is [NAME] from [RECRUITMENT COMPANY] and I'm calling on behalf of CommunicateHealth and the Centers for Disease Control and Prevention (CDC). CDC is doing a study about outdoor air quality and is looking for people to participate in a discussion session.

The session will take place in [LOCATION]. If you qualify, we'll offer you a \$75 gift as a thank you. The session will last about an hour and a half — you'll participate in a group discussion, look at materials, and provide feedback on them. Many people who've participated in this type of session in the past have found it interesting and fun.

Does this sound like something you would be interested in?

[If yes, CONTINUE. If no, TERMINATE]

Great. Let's find out if you qualify. I have a few simple questions to ask. This should take about 5 minutes. At some point, I may end the questions if I discover you don't qualify. This has nothing to do with you. We simply are looking for people who meet certain criteria.

Screener Questions:

1. **1.A** Gender [*Recruit a mix*]
 - a. Male
 - b. Female

2. **2.A** In which of the following categories does your age fall:
 - a. Under 18 [TERMINATE]
 - b. 18 to 24 [CONTINUE]
 - c. 25-34 years of age [CONTINUE]
 - d. 35-44 years of age [CONTINUE]
 - e. 45-54 years of age [CONTINUE]
 - f. 55-64 years of age [CONTINUE]
 - g. 65-74 years of age [CONTINUE]
 - h. 75 years of age or older [CONTINUE]

3. **42.A** Most of the discussion will involve speaking and reading in English. Are you comfortable with speaking and reading in English?
 - a. Yes [CONTINUE]
 - b. No [TERMINATE]

4. **2.B** Have you participated in a focus group, intercept interview, telephone survey, and/or online survey in which you were asked your opinions regarding a product, a service, or advertising within the past six months?
 - a. No [CONTINUE]
 - b. Yes [TERMINATE]

5. **1.B** Do you, or does any member of your household or immediate family work for:
 - a. a market research company [TERMINATE]
 - b. an advertising agency or public relations firm [TERMINATE]
 - c. the media (TV/radio/newspapers/magazines) [TERMINATE]
 - d. as a healthcare professional (doctor, nurse, pharmacist, dietician, etc.)

- [TERMINATE]
- e. a public health agency [TERMINATE]
 - f. None of the above [CONTINUE]
6. Do you work for the Federal government?
- a. Yes [TERMINATE]
 - b. No [CONTINUE]
7. Have you ever been told by a health care provider that you or your child have any of the following conditions?
- a. I have been told that I have asthma [CONTINUE]
 - b. I have been told that I have diabetes [CONTINUE]
 - c. I have been told that I have cardiovascular disease [CONTINUE]
 - d. I have been told that my child has asthma [CONTINUE]
 - e. I have been told that my child has diabetes [CONTINUE]
 - f. I have been told that my child has cardiovascular disease [CONTINUE]
 - g. No, I have never been told that I have or my child has asthma, diabetes, or cardiovascular disease [TERMINATE]
8. *[If yes to child in Q7]* Does the child who has been diagnosed with asthma, diabetes, or cardiovascular disease live in your home?
- a. Yes [CONTINUE]
 - b. No [TERMINATE]
9. *[If yes to child in Q7]* Is the child who has been diagnosed with asthma, diabetes, or cardiovascular disease age 17 or under?
- a. Yes, the child is age 17 or under [CONTINUE]
 - b. No, the child is age 18 or over [TERMINATE]
10. *[If yes to child in Q7]* How old is the child who has been diagnosed with asthma, diabetes, or cardiovascular disease? *[Recruit a mix]*

To make sure we have a diverse group of participants, we are going to ask you some questions about your education level, income, and racial/ethnic background.

11. **4.A** What is the highest level of education that you have completed? *[Recruit at least a third of participants with a high school education or less.]*
- a. Grade school
 - b. Less than high school graduate/some high school
 - c. High school graduate or completed GED
 - d. Some college or technical school
 - e. Received four-year college degree
 - f. Some post-graduate studies
 - g. Received advanced degree
 - h. Other: _____
12. Which of the following categories best describe your total, annual household income?
(Recruit a mix.)

- a. Under \$20,000/year
- b. \$20,001 - \$30,000/year
- c. \$30,001 - \$40,000/year
- d. \$40,001 - \$50,000/year
- e. \$50,001 - \$60,000/year
- f. \$60,001 - \$80,000/year
- g. \$80,001 - \$100,000/year
- h. Over \$100,000/year

13. **6.A** Please indicate your race or ethnic background. Are you? (recruit a mix)

Ethnicity:

- Hispanic or Latino
- Not Hispanic or Latino

Race:

- White/Caucasian
- Black or African-American
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Asian
 - Vietnamese
 - Cambodian
 - Filipino
 - Japanese
 - Korean
 - Chinese

[If participant qualifies, offer times, get them scheduled, record their email address to send a confirmation, and ask if they'd like a reminder by phone, text, or email the day before.]