

Health Message Testing System Expedited Review Form

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

HEADS UP Audience Research Study

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

Youth and high school athletes, coaches, parents, school professionals, and health care providers, recruited and screened via telephone survey. All participants will be recruited through existing HEADS UP partner organizations.

Respondent characteristics:

Number of subject: 105

Number of males: ~52

Age range: 12+

Number of females: ~53

Racial/ethnic composition: Mix of racial backgrounds

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

Type of group(s): Youth and high school athletes, coaches, parents, school professionals, and health care providers

Geographic location(s): National audience

3. Incentives: (State what incentive will be offered and justify proposed incentives to be used in study.)

Participants (apart from youth and high school athletes) will be offered \$30 to participate in the focus groups and \$20 to participate in the follow up focus groups. Youth and high school athletes will be offered \$20 to participate in the focus groups and \$15 to participate in the follow up focus groups. See Attachment A: Project Description for the justification.

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.)

CDC requests approval to test the effectiveness of messages, concepts, and materials of HEADS UP in order to ensure that HEADS UP meets the needs of its key audiences. CDC intends to use message testing with users of the HEADS UP materials to improve upon existing campaign materials.

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.)

On average approximately 1.7 million traumatic brain injuries (TBIs) occur annually in the United States. The HEADS UP initiative provides important information on preventing, recognizing, and responding to concussion. This data will enable CDC to improve upon their strategies to educate the public and enhance proper recognition, response and management of concussion and to tailor awareness and educational materials, messaging and public information efforts, and strategic planning initiatives.

8. Number of burden hours requested:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Athletes/Parents/Coaches/Providers (Screener)	175	5/60	14.6
Athletes/Parents/Coaches/Providers (Focus Groups/Follow Up)	90 Focus Group 15 Follow-Up	90/60 Focus Group 60/60 Follow-Up	135 Focus Group 15 Follow-Up
Totals	280		164.6

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)

***** 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:

Dawn B. Griffin

Project Officer