

Health Message Testing System Expedited Review Form

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

Domestic Readiness Initiative on Zika Virus Disease.

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

This is an as-needed mechanism to collect data. Questions may be targeted to a range of audiences including pregnant and non-pregnant women, single and partnered males, general public, and healthcare providers. Respondents to be recruited using methods like electronic/online, phone and in-person contact.

Respondent characteristics:

Number of subject: 575

Number of males: 245

Age range: 18 years of age or older

Number of females: 330

Racial/ethnic composition: Potentially all racial/ethnic groups

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

Type of group(s): pregnant women, non-pregnant women, single males, male partners, the general public, and healthcare providers

Geographic location(s): TX, FL, New York City, Los Angeles, Chicago, Puerto Rico

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

Consumers in CONUS will receive \$25 to participate in a 60-minute online interview. Consumers in Puerto Rico will receive \$75 for participation in an in-person 90-minute focus group. Providers in CONUS and Puerto Rico will receive \$75 to complete an online survey.

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): Yes

Other (describe): Online data collection methods may also be used for surveys, focus groups, and interviews.

5. Purpose of the overall communication effort into which this health message(s) will fit:

(Please provide 2-3 sentences below.)

CDC is developing and implementing an as-needed mechanism to collect qualitative and quantitative data to provide rapid feedback on new messages developed by CDC’s Joint Information Center (JIC)/ Emergency Operation Center (EOC) as part of its response to Zika virus disease. These Health Marketing Service requests may be initiated for a variety of audiences. CDC is also developing focus groups for male partners of pregnant women in Puerto Rico as part of this response.

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.)

Zika virus disease is an emergent health issue with serious health consequences particularly for pregnant women and their fetuses. There is much that is still unknown about Zika virus disease but there is an urgent need to disseminate critical preventive health information for risks that are currently known.

8. Number of burden hours requested:

BURDEN HOURS

| Category of Respondent | No. of Respondents | Participation Time | Burden |
|------------------------|--------------------|--------------------|---------------|
| Screener | 575 | 10/60 | 96. |
| Participants age >18 | 245 | 3 | 246 |
| Totals | | | 342.00 |

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)

Some of the questions in the information collection forms are adapted from HMTS question bank questions.

***** 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