

Submission under  
0920-0572 Health Message Testing System  
Expiration 3/31/2018

**Domestic Readiness Initiative on Zika Virus Disease  
Consumer and Provider Message Testing for Zika Response Project**

**Attachment 9  
Justification for Remuneration of Respondents**

January 10, 2017

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## Explanation of Any Payment or Gift to Respondents

### *Qualitative and Quantitative Research*

- Consumers in CONUS will be provided a token of appreciation of \$25 for their 1 hour participation in the in-depth interviews (conducted online)
- Consumers in Puerto Rico will be provided a token of appreciation of \$75 for their 1.5 hour participation in the in-person focus groups with a supplemental handout
- Health care providers in CONUS and Puerto Rico will be provided a token of appreciation of \$75 for their 30 minute participation in the survey (conducted online)

Numerous empirical studies indicate honoraria significantly increase response rates (e.g., Abreu & Winters, 1999; Dickert & Grady, 1999; Shettle & Mooney, 1999). The token of appreciation amounts for consumers and health care providers were determined through discussions with Abt Associates and CDC staff with expertise in conducting in-depth and intercept interviews, focus groups, surveys and about Zika and other health topics with similar consumer populations in the continental U.S. and Puerto Rico.

**\$25 Token of Appreciation for Online Interviews with Consumers in CONUS:** Female and male participants in online interviews will receive a token of appreciation of \$25 for their one hour participation. The \$25 token of appreciation takes into account the burden of time that is being requested of the interview participants, as well as the need to complete the proposed work in a very short timeframe with specific audiences.

**\$75 Token of Appreciation for In-Person Focus Groups with Consumers in Puerto Rico:** Consumer participants in Puerto Rico will be provided \$75 as a token of appreciation for their 1.5 hour participation in face to face focus groups. This token of appreciation will account for travel to, and participation in, a 90 minute face to face focus group, for which dependent or child care arrangements may need to be secured or expenses for travel may be incurred such as parking or public transportation. These challenges can present a significant burden to participants.

**\$75 Token of Appreciation for Online Surveys with Health Care Providers in CONUS and Puerto Rico:** Health care provider participants in CONUS and Puerto Rico will receive a token of appreciation of \$75 for their 30 minute participation in online surveys. The \$75 token of appreciation takes into account the burden of time needed to complete the survey instrument, and the amount that providers generally receive for similar survey completion requests. Experience from previous studies indicates that physicians are frequently inundated by numerous entities requesting interviews, surveys, or time for pharmaceutical sales presentations. As a result, physicians often decline to participate. Our experience has shown that a smaller token of appreciation does not appear sufficiently attractive to physicians. Suggested standard token of appreciation rates range from \$200 to \$350 for physicians depending on specialty and geographic location. This amount is consistent with quotes CDC received in 2014 from recruitment firms for recruiting primary care providers and infectious disease specialists. Because we understand that the providers will not need to physically travel to a location, however, the token of appreciation is substantially lower than what is generally offered. Finally, because the work being proposed needs to be completed in such a short timeframe, and with a specific sub-segment of providers, offering a token of appreciation to providers can help ensure that the work is completed within the time allotted.

## References

- Abreu, D. A., & Winters, F. (1999). Using monetary incentives to reduce attrition in the survey of income and program participation. *Proceedings of the Survey Research Methods Section of the American Statistical Association*.
- Dickert, N., & Grady, C. (1999). What's the Price of a Research Subject? Approaches to Payment for Research Participation. *New England Journal of Medicine*, 341(3), 198-203.
- Shettle, C., & Mooney, G. (1999). Monetary incentives in U.S. government surveys. *Journal of Official Statistics*, 15, 231–250.