

Health Message Testing System Expedited Review Form

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

"Bring Your Brave" Campaign Message Testing

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

Approximately 11% of all breast cancer cases in the United States occur in women under 45 years of age. Occurrences of breast cancer among these women are often accompanied by higher risks of recurrence and death, compared to older women with the disease. These women also face unique and significant long-term, treatment-related side effects such as infertility, cognitive dysfunction, muscular and skeletal issues, and cardiac and vascular complications. They are also at an increased risk for developing new cancers and other co-morbid conditions.

In 2015, the Division of Cancer Prevention and Control (DCPC) of the Centers for Disease Control and Prevention (CDC) launched a public education and awareness campaign to promote breast health for young women ages 18-44 years. A number of campaign materials (Attachment C) have been created and need to be tested. The message testing plan includes women in this age range and women in ethnic and cultural groups who face particular risks (Ashkenazi Jewish and African American women).

Survey participants will be recruited by a professional marketing firm from a proprietary, commercial panel. Only respondents who meet the respondent characteristics below will be sent a link to the website to complete the survey. The website will not use cookies to track a respondent's web activity and the web site has a privacy policy and rules of conduct.

Additional qualifying questions will be asked at the beginning of the survey (see Attachment B). Respondents who are disqualified by answering a question that results in termination of the survey will not count against the total number of subject.

Only project team members will have access to the survey results. Survey results will not be linked to any user's identity, only to a number they are assigned (the order in which they completed the survey relative to other respondents).

Respondent characteristics:

Number of subjects:

Number of males:

Number of females:

Age range:

Racial/ethnic composition:

Type of group/s:

Geographic location/s:

3. Incentives: (If an incentive will be used, state what incentive will be offered and justify proposed incentives to be used in study.)

Marketing firms will offer gift cards to the participants as a token of appreciation for participants' willingness to engage in the project. The token of appreciation offered (\$9 per participant) is impacted by a number of variables for this project, including the following:

- Total participation time of 20 minutes (or less)
- Specifications that each participant has to meet to participate in the study
- Recommendations from the marketing facilities

Recruiters from marketing firms have learned what various market segments expect to receive. Practical experience has shown that offering the recruiter-recommended amount is the most cost-effective approach, since it results in better completion rates (than other amounts) and thus lower recruiting fees.

4. Study method: (Please check one below)

Central location intercept interview:

Telephone interview: CATI used: yes or no

Individual in-depth interview (cognitive interview):

Focus group:

Online interview:

Other: (describe)

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

Specific aims of the campaign include:

1. "Increase public awareness regarding breast cancer in young women of all ethnic and cultural backgrounds, including particular risks faced by certain ethnic and cultural groups" and
2. "Promote educational awareness, early detection, and risk-reducing practices among young women and increase the number of young women with breast cancer warning signs who seek immediate care."

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

Health emergency: _____

Time-limited congressional/administrative mandate: X

Press coverage correction: _____

Time-limited audience access: _____

Ineffective existing materials due to historical event/social trends: _____

Trend tracking: _____

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

In 2014, Congress reauthorized the Education and Awareness Requires Learning Young (EARLY) Act, section 10413 of the Patient Protection and Affordable Care Act (Public Law 111-148), re-emphasizing the importance of educating young women about breast health and breast cancer risk. The EARLY Act legislation specified the need to create an education and outreach campaign to highlight the breast cancer risks facing young women. Though the EARLY Act is authorized through 2019, the funding mechanism for this project expires on 9/29/2018. This message testing is a first step toward development of new campaign materials in FY17.

8. Number of burden hours requested:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (hours)	Burden (hours)
African American young women (18-44 years old)	50	20/60	17
General Public young women (18-44 years old)	150	20/60	50
Total			67

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.

Yes: X

1a, 2a, 44a, 6a, 9a, 123d, 26e, 24d, 37d, 33a, E.55.e, 40d, E.36.e, 33e, E.63.e, 18e, 18d, 23d, 107d, 105d, 70d, 72d,

*** Items Below to be completed by Office of Associate Director for Communication (OADC)***

1. Number of burden hours remaining in current year's allocation: 5573

2. OADC confirmation of time-sensitivity:

Yes: X

No:

Dawn B. Griffin

Project Officer Signature