Attachment E

Protocol: Re-entry Messaging Following a Radiation Emergency

CDC Radiation Studies Branch Contract 200-2015-88267

April 2017

Background:

The topic for this audience assessment is testing of communication messages designed for early reentry into an area previously evacuated following a radiation emergency. Previous studies done by Centers for Disease Control and Prevention (CDC) Radiation Studies Branch (RSB) on testing messages for reentry six months after an emergency indicated an extreme unwillingness to return. CDC RSB will generate new messages focused on early education of the public immediately post-event concerning reentry, in addition to editing the messages tested previously that addressed reentry. The purpose of this audience assessment is to test new reentry messages as well as revised versions of the previously tested messages to assess the public's willingness to return to a contaminated area after evacuation.

Oak Ridge Associated Universities (ORAU) is to provide assistance to RSB to test these reentry messages.

The protocol describes:

- Goal and Objectives
- Target Audience
- Methodology
- Participant Information/Informed Consent
- Handling of Data Records
- Screening Instruments
- Interviewer's Guide
- Information Sheet for Participants

Goal:
Explore the effectiveness of the residual contamination messages among the public.

Objectives:

1. Evaluate the extent to which the messages effectively communicate the reentry phase (e.g., clean-up, returning to affected area) associated with elevated environmental radiation levels.
2. Evaluate the extent to which the messages are relevant, comprehensible, credible, appealing and motivate desired action.

Target Audience:
The target audience for this research is the public. All participants will:

- Be at least 18 years of age
- Be comfortable conversing in English

The following criteria will be used to select public participants:

- Have at least some high school education

- Have not participated in a focus group/interview in the last 6 months
- Does not work in any of the following fields:
    - For a market research company
    - For an advertising agency or public relations firm
    - In the media (TV/radio/newspapers/magazines)
    - As a healthcare professional (doctor, nurse, pharmacist, dietician, etc.)
    - Is not an employee for any of the following:
        - U.S. Department of Health and Human Services
        - State or local health department
        - Department of Homeland Security
        - State or local emergency management agency
        - Nuclear power plant, radiation safety officer, health physicist or other radiation-related occupation

The respondents will provide approximate representation reflective of the community in terms of:

- Gender
- Age
- Education
- Race/ethnicity

It is understood that with the small number of respondents per group, it will not be possible to have respondents representing all combinations of characteristics in the groups.

OMB Approval:

This audience assessment has been approved by the Oak Ridge Site-Wide IRB with an exemption status (attached). This audience assessment will submit a package to the Health Message Testing System (HMTS) OMB # 0920-0572; expiration 3/31/2018.

Methods of Data Collection

Recruitment

The commercial market research facility in Atlanta, GA, will utilize their existing database to retrieve names of potential public participants. Participants will be screened via telephone using the screening questionnaire to ensure they meet the screening criteria (See Attachment A for Screener). Participation will be strictly voluntary.

Determining Tokens of Appreciation to Participants: The commercial market research facility 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, $50 per participant, is impacted by a number of variables for this project, including the following:

- Total participation time of 90 minutes: length of the focus group

- Specifications that each participant has to meet to participate in the study
- Recommendations from the market research facilities

Gift cards are neutral (not connected with a company, service or product) and have universal utility. It is usually more cost-effective and efficient to offer a token of appreciation, attractive to the participant, to mitigate the cost of the recruitment. The amount needs to be high enough that participants feel like it is worth their time to participate and cannot be so low that participants perceive their time and candid responses are under-valued. Likewise, incentives cannot be so high that participants become skeptical as to the intention of the interview.

In our experience, it is most cost effective to offer the recruiter-recommended amount, which results in a better show rate and lower recruiting fees. Recruiters from the market research facilities know from experience what various market segments expect to receive. Recruiters will be paid solely for the length of time required to recruit participants.

Focus Groups

Data will be collected using focus groups with up to 24 public participants recruited by commercial market research firms. Each focus group will have up to 4 participants and is expected to last about 90 minutes. The six focus groups will be held at a commercial market research facility in Atlanta, GA. A professional moderator will guide the discussion of the focus groups. All groups will be conducted in English. The focus groups will be audio-recorded and transcripts will be prepared from these recordings.

During the beginning of the focus groups, the moderator will provide an overview of the study and ask the participant to introduce themselves (first name only). Next, the moderator will show a video to introduce the topic to the participants. The moderator will show the messages to the participants (See Attachment B). After the messages are shown, the moderator will ask questions to the participants about the content of the messages such as if the messages effectively communicate the health risk and recovery phase issues associated with elevated environmental radiation levels. Also feedback from participants will be used to determine if the messages are relevant, comprehensible, credible, appealing and motivate desired actions. The focus groups will conclude with questions to participants about information sources, such as spokespersons and communication channels. The moderator's guide is included as Attachment C.

The possibility exists that some participants will find contemplation of such subject matter upsetting. Therefore, participants will receive contact information for CDC INFO and the RSB website at the end of the study.

Data Analysis:

ORAU staff will conduct a debriefing with the subcontracted moderator to identify overall impressions, observations, and themes from the data collection effort. Focus groups will be transcribed by a transcription firm. Using the moderator's guide, researchers' notes, and transcripts, ORAU staff will examine responses to identify emerging themes. The qualitative responses will be entered into qualitative analysis software, QSR International's NVivo 10.0 and ORAU staff will code the transcripts. Upon completion of the analysis, a report will be produced for the RSB team.

Participant Information Sheet/Informed Consent

All participants who agree to participate in the interview will be given a copy of the participant sheet (Attachment D) to retain for their records. The public will receive their participant sheet at the facility when they check-in for the focus group. The participant sheet will include the following information about the study: sponsorship, their rights as participants, risks and benefits in participating, and contacts for more information. Because this study presents no more than minimal risk, signatures for informed consent will not be required. The information sheet is included in Attachment D.

Handling of Data and Records

The commercial market research facility will recruit the participants and the facility will not provide personal identifiers (e.g. last names, address, phone numbers) to ORAU or CDC. ORAU will only receive screening qualification criteria (first name, gender, race/ethnicity, etc.).

For focus groups, no personal identifiers (e.g., last name, last initial, address, completed screening instruments) are to be provided to ORAU or CDC.

Additionally, ORAU will:

- Retain the audio recordings, and at least one copy of any report it produces;
- Deliver the report to CDC;
- Not deliver to CDC or others any personal identifiers of participants;
- Retain records and audio recordings for up to three years, then burn, shred, or otherwise destroy them.

Report:

A final detailed PowerPoint summary report will include study purpose, methodology, participant selection criteria, key findings, representative quotes, study limitations, recommendations, and conclusions, including graphic presentation of data where appropriate.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Screener	48	10/60	8
Focus group	24	1.5	36
Totals	72 (only 24 people will participate in focus group)	1.66	44