

Health Message Testing System Expedited Review Form

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

Radiation Concepts/Comparison Message Testing

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

The target audience for this research is the public. The commercial market research facilities in Philadelphia, PA and Charlotte, NC will utilize their existing database to retrieve names of potential public participants. Participants will be screened using the screening questionnaire. (See Attachments A and B).

Respondent characteristics:

Number of subject: 80

Number of males: 40

Age range: 18 years old and up

Number of females: 40

Racial/ethnic composition: Diverse mix of participants reflective of the community.

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

Type of group(s): public

Geographic location(s): Philadelphia, PA and Charlotte, NC

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

The commercial market research facility will offer gift cards to the participants as a token of appreciation. The token of appreciation offered, \$40 per interview participant and \$75 per focus group participant based on: • Total participation time of 60 minutes: length of the interview; 2 hours: length of the focus group • Specifications that each participant has to meet to participate in the study • Recommendations from the market research facilities.

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):

Other (describe):

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

(Please provide 2-3 sentences below.)

Radiation Studies Branch often uses analogies to explain technical radiation concepts to their target audiences. CDC health communication experts are interested in testing communication messages (See Attachment C for messages) that assess public understanding of radiation concepts, particularly public understanding of radiation principles illustrated through comparison analogies (See Attachment D for moderator's guide).

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.)

This research will assist in ensuring the messages are tailored in a way that meets information needs effectively, and will also identify ways emergency communicators can use these messages with the public. Events in Fukushima, Japan highlighted the need to develop radiation risk communication messages to assist the public in accurately assessing their own risk.

8. Number of burden hours requested:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Interview Screener	32	10/60	5
Interview	16	1 hour	16
Focus Group Screener	128	10/60	21
Focus Group	64	2 hours	128
Totals	240 (only 80 peop	200/60 (33.3)	170

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)

Screener-1a, 2a, 4a, 5a, 14a, 1b, 2b. Questions 1d, 2d, 7d, 15d, 29d, 33d,36d, 55d, 66d, 67d, 91d, 97d

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

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

4529

2. OADC confirmation of time-sensitivity:

Yes:

No:

Dawn B. Griffin

Project Officer

PrintForm