
ANTIBIOTIC USE CAMPAIGN—R2 CONCEPT TESTING CAREGIVER-DEMANDER AND CAREGIVER-EXPECTOR RECRUITMENT SCREENER

Hello. My name is _____ and I work for ICF, a consulting firm in Atlanta, Georgia. We are working with the Centers for Disease Control and Prevention (CDC) on an educational effort to help prevent antibiotic resistance through appropriate antibiotic use. Each year in the United States, 2 million people become infected with antibiotic-resistant bacteria and at least 23,000 of these individuals die as a result of their infections. Antibiotic resistance is one of the most pressing public health threats of our time, and your thoughts and opinions will contribute to the fight against this health crisis. CDC needs your help.

We are conducting focus groups with consumers to get feedback on creative concepts—similar to logos, TV ads, and print ads—and materials that may be used in the upcoming CDC campaign to raise awareness about appropriate antibiotic use. We will show you the concepts on the screen and ask for your feedback on them. The focus group will be online and last about 90 minutes. You will be participating with 2 other individuals and we will not ask you any personal questions.

By participating in this group, your valuable feedback will help CDC to create clear messages and materials that will inform and educate parents just like you about the harms of antibiotic resistance and need for appropriate antibiotic use. If you participate in the group, you will receive \$35 in appreciation.

Do you think that you might be interested in participating in this type of discussion?

- Yes (Continue with screener.)**
- No (Thank person for time and end conversation.)

Would you mind if I ask you a few questions in order to determine whether or not you can participate in the discussion group?

- Yes (Continue with screener.)**
- No (Thank person for time and end conversation.)

[Recruiter: Please continue through all questions before letting individuals know that they cannot be invited to participate at this time based on at least one of the responses they provided.]

Record and keep all screened data.

Recruiter: We will be conducting 12 focus groups with women.

1. What is your gender?
 - Male (Terminate at end)
 - Female**

2. What is your age? _____

3. Would you describe yourself as Hispanic or Latino?
 - Yes (Terminate at end)
 - No**

4. How would you describe your racial background? [Ask individual to name all that apply.]
 - American Indian or Alaska Native (Terminate at end)
 - Asian (Terminate at end)
 - Black or African American [Caregiver-expectors]**
 - Native Hawaiian or Other Pacific Islander (Terminate at end)
 - White [Caregiver-demanders]**

5. **[Caregiver-demanders]** Do you have at least one child 5 years old or younger?
- Yes**
 - No (Terminate at end)

- [Caregiver-expectors]** Are you a first-time parent to a child 2 years old or younger?
- Yes**
 - No (Terminate at end)

6. Has your child been prescribed an antibiotic in the last 12 months?
 Yes
 No (Terminate at end)
7. **[Caregiver-demander]** Have you ever asked a healthcare provider for an antibiotic for your child when he/she was sick?
 Yes
 No (Terminate at end)
- [Caregiver-expector]** Have you ever expected a healthcare provider—but not come out and asked—for an antibiotic for your child when he/she was sick?
 Yes
 No (Terminate at end)
8. What is your state? _____ (Terminate at end any persons from states not on the list from which to recruit.)
9. Do you have any family members who have been recruited for this study?
 Yes (Terminate at end)
 No
10. Are you willing to participate in a discussion to give your feedback on creative concepts—similar to logos, TV ads, and print ads—that may be used in CDC materials about appropriate antibiotic use? The discussion will be in English only.
 Yes
 No (Terminate at end)
11. Do you have access to a phone, computer, and the internet to participate in the discussion?
 Yes
 No (Terminate at end)

TERMINATION SCRIPT: “We appreciate your willingness to answer each of the questions. Unfortunately, one of your answers does not meet our requirements for participation in the focus group. Thank you for your time.”

12. You are eligible to participate in the group. Are you still interested in participating?
 Yes
 No (Thank person for her time, terminate and end the conversation.)

I’m glad that you will be able to join us! The digital discussion group will last about 90 minutes. We will send you a URL to log in so that you can see the concepts and a conference line and passcode. The group in which we would like you to participate is scheduled for is [\[date and time\]](#).

13. Does this date and time work for you?
 Yes
 No (Thank person for her time, terminate and end the conversation.) [OR GET OTHER AVAILABLE TIMES THAT MIGHT WORK.]

Please confirm your name, phone number, and e-mail so we can send you instructions on joining the focus group. We will also send reminders to this email address.

Name	
Mailing Address	
Home Telephone	Pager:
Best Number to Reach You	Cell Phone:
E-mail	

Also, please contact [\[Recruiter\]](#) at [\[PHONE NUMBER\]](#) if your plans change so that we may invite someone from the waiting list to attend instead. Otherwise, we’ll look forward to seeing you on [\[Month/Day/Year\]](#) at [\[Time\]](#).