

Health Message Testing System Expedited Review Form

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

CDC/NCCDPHP/DCPC Testing of New "Bring Your Brave" Campaign Messages for Young Women and Health Care Providers - February, 2018

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

Study populations include two different audience panels. One includes 200 women ages 18-45 (including Ashkenazi Jewish and African American women). Another panel includes 200 health care providers (both sexes) who treat such women. Study populations will be recruited from proprietary commercial panels.

Respondent characteristics:

Number of subject:	400 total (200 young women; 200 healthcare providers)	Number of males:	100 (all healthcare providers)
Age range:	18-45 (for young women); mix of ages 18-75 for healthcare providers.	Number of females:	300 total (200 young women; 100 healthcare providers)
Racial/ethnic composition:	Young Women: 50 African American, 150 General Population (all other races and ethnicities); healthcare providers (mix of diverse race/ethnicities).		

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

Type of group(s): 200 Health Care Providers (all races and ethnicities)

Geographic location(s): Nationwide; Study is not limited to any specific geographic location

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

Marketing firms will offer gift cards (\$9 per young woman; \$20 per healthcare provider) based on: Total survey participation time of 23 min (3 min screener, 20 min survey); Specifications that each participant has to meet to participate in the study; Recommendations from the marketing facilities. Incentives result in better completion rates, even if modest in size. Additional justification for incentives based findings from the National Survey of Family Growth are outlined in Appendix A - Protocol Summary.

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): Online survey

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

(Please provide 2-3 sentences below.)

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. "Conduct an education campaign to increase awareness among physicians and other health care professionals relating to the risk factors, risk reduction strategies, early diagnosis and treatment of breast cancer in young women."

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.)

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). 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. CDC collection of data will be completed by March 31, 2018.

8. Number of burden hours requested:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Young women (18-44 years old) – Screener Only	100	3/60	5
Young women (18-44 years old) – Screener and Survey	200	23/60	77
Health Care Providers (18-75 years old) – Screener Only	100	3/60	5
Health Care Providers (18-75 years old) – Screener and Survey	200	23/60	77
Totals	600		164

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)

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)*****

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

OADC confirmation of time-sensitivity: Yes:

No:

Dawn B. Griffin

Project Officer