

Health Message Testing System Expedited Review Form

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

Message testing among partners of pregnant women in Puerto Rico

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

The study population includes the partners of pregnant women. Participants will be intercepted in waiting rooms of health care setting, specifically community clinics that offer OB/GYN services where pregnant women would get pre-natal services.

Respondent characteristics:

Number of subject: 60

Number of males: 60

Age range: Over 18 years of age

Number of females: 0

Racial/ethnic composition: A mix, though demographic information will not be collected

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

Type of group(s): Male partners of pregnant women

Geographic location(s): San Juan, Puerto Rico

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

No incentives will be offered to participants.

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.)

The goal of this project is to test messages with audiences that can support pregnant women in Puerto Rico. The main goal of message testing is to ensure that messages are clear and compelling and don't have any unintended effects (misinterpretation).

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.)

Puerto Rico has almost 500 lab-confirmed cases of Zika virus. Efforts are underway to reduce the chances that pregnant women get infected during pregnancy. Formative evaluation with pregnant women showed that pregnant women want and need the help of the community to protect their babies. Materials have been developed for men (to address sexual transmission) and the community to mobilize them in efforts to reduce the mosquito population.

8. Number of burden hours requested:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Male partners of pregnant women	60	15/60	15
Totals			15

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)

16c, 69d, 74d, 80d, 1d, 3d, 4d, 6d, 8d, 15d, 29d, 5e, 11e, 12e, 33d, 24d, 65d, 68e, 69e, 70e, 71e, 72e, 74e, 76e, 110d

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

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

2. OADC confirmation of time-sensitivity:

- Yes:
 No:

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