

# Health Message Testing System Expedited Review Form

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

Domestic Readiness Initiative on Zika Virus Disease-Year 2 Core Campaign Materials.  
See Attachment 1 (Screener), Attachment 2 (Focus Group Guide), and Attachment 3 (Campaign Concepts)

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

Individuals will be screened by telephone for their age, sex, pregnancy status, and current relationship status using an available market research panel. Eligible individuals will be invited to participate in a 60 minute in-person focus group to provide feedback on revised Zika campaign messaging and materials.

### Respondent characteristics:

Number of subject: 75

Number of males: 25

Age range: 18-49

Number of females: 50

Racial/ethnic composition: All racial/ethnic groups; no selection criteria for specific groups

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

Type of group(s): Pregnant women (n=25), Non-pregnant women (n=25), and Men in a relationship with a woman (n=25)

Geographic location(s): New Orleans, LA; Miami, FL; and San Juan PR

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

Individuals will be offered up to \$75 remuneration to participate in an in-person 60-minute focus group. Numerous empirical studies indicate honoraria significantly increase response rates (e.g., Abreu & Winters, 1999; Dickert & Grady, 1999; Shettle & Mooney, 1999). The token of appreciation amounts were determined through discussions with Abt Associates and CDC staff with expertise in conducting in-person focus groups on Zika as well as the urgency of collecting information in a time-sensitive manner.

## 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): 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 purpose of this data collection is to conduct message testing to ensure that Zika prevention messages are clearly understood, culturally competent, relevant, and acceptable to target audiences, and provide information that is helpful and actionable. Information from this data collection will be used to revise messages and materials with target populations at high risk for negative Zika-related outcomes including pregnant women, women who may become pregnant, and their male partners.

**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.)

Zika virus disease is an emergent health issue with serious health consequences particularly for pregnant women. Laboratory cases of Zika virus disease have been confirmed in 49 of the 50 U.S. states and in 3 of its 4 territories. CDC, as the nation’s health protection agency, needs to fulfill its mission by creating messages and materials that will combat misinformation and improve knowledge, attitudes and uptake of recommended behaviors by target populations at the highest risk of Zika transmission.

**8. Number of burden hours requested:**

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
General Population 18-49: Screener (5 minutes), Focus Group Guide (60 minutes)	75	65/60	81.25
<b>Totals</b>	<b>75</b>	<b>65/60</b>	<b>81.25</b>

**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, 5d, 6d, 7d, 23d, 33d, and 8e

**\*\*\* 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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**Project Officer**