

Health Message Testing System Expedited Review Form

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

Focus group research to collect information on existing messages design to change social norms around corporal punishment. Existing message materials (Attachment F1 and F2) on this topic will be tested

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

Low income parents (as a proxy for low education) of children 0-5 years of age in both urban and rural populations. Parents will be recruited in four ways: asked to sign up at a parent conference, by sending invitational letters home with children or handing them out at key institutions, and word of mouth.

Respondent characteristics:

Number of subject: 96

Number of males: ~48

Age range: 18+

Number of females: ~48

Racial/ethnic composition: non-Latino White, non-Latino Black, and Latinos

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

Type of group(s): Parents of children 0-5 years

Geographic location(s): Georgia

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

Participants will receive \$50. The incentives will serve as a token of appreciation and can result in higher levels of engagement, faster recruit times, long-term savings and positive associations with the study sponsor. All incentives will be provided in the form of on-line gift cards. See Attachment A

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.)

CDC requests OMB approval to collect information related to nurturing not hitting children. This information collection is necessary because it will allow CDC to develop a campaign to change social norms around nurturing not hitting young children. These data enable CDC to improve upon their strategies to educate the public and promote behaviour change. See Attachment A: Project Description.

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 data will enable CDC to develop and improve upon their strategies to educate the public on positive disciplining methods.

8. Number of burden hours requested:

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Parents of children 0-5 years of age (see Attachment B for detailed burden table)	96	90/60	144
Totals	96		144

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)

***** 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:

Project Officer