

Information Collection for Evaluation of Education, Communication, and Training Activities for the
Division of Global Migration and Quarantine (0920-0932):

**Evaluation of Travelers' Health Zika Prevention Communication Campaign for
Hispanics/Latinos Visiting Friends and Family: Word of Mouth Protocol**

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Supporting Statement B

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Descriptive statistics will be performed, comparing frequencies and mean scores from the results of the community surveys.

1. Respondent Universe and Sampling Methods

The survey will apply a convenience sampling approach that will encompass members of the partner organization in the New York City area who receive emails from the organization’s listserv. The sampling approach will also include individuals who may be unfamiliar with the organization but are attending a community event at which the organization is conducting the survey.

Based on data from the Pew Research Center, approximately 4,780,000 Hispanics/Latinos reside in the New York City area (<http://www.pewhispanic.org/interactives/hispanic-population-in-select-u-s-metropolitan-areas>). The Centers for Disease Control and Prevention (CDC) estimates that a representative sample using a confidence level of 95 percent and a confidence interval of 5 would equal approximately 384 Hispanic/Latinos. Using this calculation and previous experience with conducting surveys for the Word of Mouth (WOM) method, CDC proposes a sample of 400 respondents each for the pre- and post-intervention surveys, for a total of 800 respondents.

2. Procedures for the Collection of Information

The survey will be administered both online and in person in the New York City area. Online surveys will be administered using a selected partner’s listserv and online community groups. In-person surveys will be administered at events such as health fairs and other community health events. Personal identifiers will not be collected on the printed surveys at community events.

Email addresses will be captured as part of the online survey responses, but they will be stored in a password-protected survey platform and will be separated from the survey responses at the time of analysis.

All survey administrators (staff from the selected community partner organization) will receive virtual training from ICF staff on how to properly obtain informed consent and how to appropriately respond to any concerns brought up by participants during the completion of the surveys.

3. Methods to Maximize Response Rates and Deal with No Response

CDC will partner with a New York City organization that serves Hispanics/Latinos and has intimate knowledge of the needs and likely responses of their clients regarding the WOM initiative. This partner's expertise on the characteristics of the survey respondents will allow CDC to present the project in a way that resonates with the respondents and encourages the completion of the survey. Offering the survey in both English and Spanish will also assist the partner organization in gathering the sufficient number of survey responses.

4. Tests of Procedures or Methods to be Undertaken

No pre-tests are planned.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

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