

**Understanding Physical Activity-Related Information
Needs and Communication Preferences among
Consumers and Professionals:
Audience Research to Inform Physical Activity Guidelines
Strategic Communication**

ODPHP Generic Information Collection Request
OMB No. 0990-0281

Supporting Statement — Section B

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Section B — Data Collection Procedures

1. Respondent Universe and Sampling Methods

Consumer Focus Groups

ODPHP will conduct a total of 12 focus groups in 4 greater metropolitan areas: Baltimore, MD; Jackson, MS; Indianapolis, IN; and Las Vegas, NV. These states are among those with the highest percentages of adults who report no leisure-time physical activity.¹ These states were also chosen for regional diversity (each is located in a different region, as defined by the U.S. Department of Health & Human Services).²

ODPHP plans to conduct 12 in-person, 90-minute consumer focus groups with adults ages 35–64 (up to 8 participants for each group, 96 participants total). Specifically, ODPHP will conduct focus groups with each of the following audiences:

- Adults (general, i.e. either parents or non-parents) — 6 focus groups
- Parents of adolescents — 6 focus groups

For each of these audiences, ODPHP will aim to conduct focus groups in the following languages:

- English — 8 focus groups (4 with general adults, 4 with parents)
- Spanish — 4 focus groups (2 with general adults, 2 with parents)

Using the Stages of Change³ theory, ODPHP will recruit participants in the contemplation and planning stages (i.e. people motivated to improve physical activity levels for themselves or their children). ODPHP will exclude participants who are currently meeting or exceeding key Physical Activity Guidelines recommendations, such as adults who get 150 minutes per week of moderate-intensity aerobic physical activity and parents of children who get 60 minutes per day of physical activity.

ODPHP will use a professional recruitment firm to identify, screen, and recruit prospective participants for the consumer focus groups. The recruitment firm will use a recruitment email [see **Attachment C (English) and Attachment D (Spanish)**] and phone screener [see **Attachment A (English) and Attachment B (Spanish)**] to contact and screen potential participants from their databases. Focus group participants will be drawn from a convenience sample.

ODPHP will aim to recruit a consumer participant pool with diverse races and ethnicities, education levels, income levels, and physical activity levels.

¹ http://www.cdc.gov/physicalactivity/downloads/pa_state_indicator_report_2014.pdf

² <http://www.hhs.gov/about/agencies/iea/regional-offices/>

³ Prochaska JO, DiClemente CC. Stages and processes of self-change of smoking: Toward an integrative model of change. *Journal of Consulting and Clinical Psychology* 51(3): 390–395, 1983.

Professional Focus Groups

ODPHP plans to conduct 3 remote, 60-minute focus groups with health and physical activity professionals (up to 6 participants for each group, 18 participants total).

Specifically, ODPHP will recruit:

- Primary care providers
- Occupational therapists
- Physical therapists
- Personal trainers
- Exercise physiologists

ODPHP will recruit health and physical activity professionals from existing ODPHP networks. Participants will reflect regional and geographic diversity. ODPHP will use a recruitment email and phone screener (see **Attachment E and Attachment F**) to contact and screen potential participants. Focus group participants will be drawn from a convenience sample.

1. Procedures for the Collection of Information

Consumer Focus Groups

ODPHP has developed a consumer focus group moderator's guide [see **Attachment C (English) and Attachment D (Spanish)**]. Eight consumer focus groups will be moderated in English and 4 will be moderated in Spanish.

The consumer focus groups will address the following topics:

- Beliefs, attitudes, and motivations around physical activity
- Current physical activity behaviors
- Barriers and facilitators to being physically active
- Differences between physical activity goals and behaviors
- Familiarity with the Physical Activity Guidelines
- Preferences for physical activity communication channels, information, and products
- Mobile health tools and technologies to support physical activity

Professional Focus Groups

ODPHP has developed a professional focus group moderator's guide (see **Attachment F**). All 3 professional focus groups will be moderated in English.

The professional focus groups will address the following topics:

- Familiarity with the Physical Activity Guidelines
- Trusted sources of information about physical activity and health

- Barriers and facilitators to promoting the Physical Activity Guidelines with patients or clients
- Preferences for physical activity communication channels, information, and products
- Mobile health tools and technologies to support physical activity

2. Methods to Maximize Response Rates and Deal with Nonresponse

For consumer focus groups, ODPHP will partner with established recruitment firms that have expertise in maximizing response rates and accounting for potential non-response. To reduce participant burden, ODPHP will make every effort to plan focus groups at times and in locations convenient for participants (for example, accessible by public transportation). ODPHP will also offer incentives that offset costs associated with participating in the focus groups. Finally, in anticipation of non-response, ODPHP will over-recruit for consumer focus groups.

For professional focus groups, ODPHP will use a convenience sample of health and physical activity professionals from ODPHP's extensive existing networks. ODPHP anticipates that this approach will bolster response rates, because these professionals may have existing knowledge of the Office. Contracting staff will recruit participants by email and follow-up phone calls. If a prospective participant is unavailable or does not respond, contracting staff will reach out to other health and activity professionals in ODPHP networks. To reduce participant burden, focus groups with health and physical activity professionals will be conducted remotely over the phone. ODPHP will make every effort to schedule remote focus groups at times that are convenient for participants.

3. Test of Procedures or Methods to be Undertaken

ODPHP staff with subject matter expertise in public affairs and physical activity have reviewed and approved the focus group protocols and all supporting materials included in this packet. Following the first consumer and professional focus groups, the research team will debrief and make minor adjustments to refine the moderating techniques.

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

Sandy Williams Hilfiker, MA is Director of Research and User-Centered Design at CommunicateHealth, ODPHP's research and communication contractor. Sandy has more than 2 decades of experience in formative and usability research. Sean Arayasirikul, MSPH, CHES, is Senior Health Communication Researcher at CommunicateHealth. Sean is a seasoned social and behavioral researcher. Together, Sandy and Sean are overseeing all research protocol development, data collection, and data analysis.