

**OMB Control Number: 0990-0281**  
**ODPHP Generic Information Collection Request:**  
**Prevention Communication and Formative Research**

**Audience Research to Inform Physical Activity  
Guidelines Strategic Communication**

**Supporting Statement — Section B**

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**Submitted to:**

Sherrette Funn  
Office of the Chief Information Officer  
U.S. Department of Health and Human Services

**Submitted by:**

Frances Bevington  
Strategic Communication and Public Affairs Advisor  
Office of Disease Prevention and Health Promotion  
U.S. Department of Health and Human Services

## Section B — Data Collection Procedures

### 1. Respondent Universe and Sampling Methods

#### Consumer Survey

ODPHP will survey 2,000 adults with the following characteristics:

- Ages 25 to 74, including parents of adolescents ages 12 to 17
- In the contemplation stage of increasing physical activity levels (i.e. people motivated to improve physical activity levels for themselves or their children)
- Diverse mix of the general public across key demographic variables (i.e., sex, race/ethnicity, education, income, disability status, and urban/rural location). We will oversample individuals with under-represented demographics, such as low income and disability status.
- Mix of rural/urban areas from 4 geographic locations:
  - Baltimore, MD
  - Chicago, IL
  - Jackson, MS
  - Las Vegas, NV

These states are among those with the highest percentages of adults who report no leisure-time physical activity.<sup>1</sup> 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).<sup>2</sup>

The screener questions will exclude from participation people who:

- Are under age 25 or older than age 74
- Are unable to speak and read English well enough to complete the study

### 2. Procedures for the Collection of Information

#### Consumer Survey

Qualtrics will invite participants from their nationwide participant panel to complete the online survey. Qualtrics' participant panel is a large database of diverse participants who have volunteered to participate in online surveys offered by Qualtrics. Qualtrics volunteers are anonymous to ODPHP and CommunicateHealth.

Qualtrics will email potential participants a survey invitation (**Attachment A: Invitation and Consent Form for Consumer Survey**). The process for screening and completing the surveys will include the following steps:

- If the panel member volunteers to participate, they will click on a survey link in the

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<sup>1</sup> [http://www.cdc.gov/physicalactivity/downloads/pa\\_state\\_indicator\\_report\\_2014.pdf](http://www.cdc.gov/physicalactivity/downloads/pa_state_indicator_report_2014.pdf)

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

email invitation. The panel member will then review and sign the consent form (see **Attachment A: Invitation and Consent Form for Consumer Survey**). The estimated completion time for the consent is 2 minutes.

- If the participant consents, they will answer a set of screener questions, which will ask about the participant's stage of change for physical activity, geographic location, urban vs. rural, age, parent status, sex, race/ethnicity, education level, income, and disability status (see **Attachment B: Screening Questions**). The estimated completion time for screening questions is 5 minutes.
- If the participant qualifies, they will answer the survey (see **Attachment C: Consumer Survey**). The estimated completion time for the survey questions is 15 minutes.
- To ensure a diverse mix of participants, the number of eligible participants will be capped using quotas on each screener question.

Participants will answer all screener and survey questions anonymously. ODPHP will not have access to any participant personally identifiable information.

Using the Stages of Change<sup>3</sup> 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 2008 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.

The consumer survey will investigate the following research questions:

1. How familiar are consumers with the Physical Activity Guidelines?
2. What differences exist between consumers' physical activity goals and their actual physical activity behaviors? Why?
3. What individual- and structural-level barriers and facilitators exist related to consumers following the Physical Activity Guidelines?
4. What are consumers' preferences for physical activity communication channels, images, and branding?
5. What mobile health tools and technologies do consumers use to support physical activity? What mobile health tools and technologies have consumers used in the past, and what tools would they like to use in the future?
6. What strategies may be effective in reaching populations with disproportionately low levels of physical activity?

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<sup>3</sup> 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.

### **3. Methods to Maximize Response Rates and Deal with Nonresponse**

ODPHP will partner with the established private research software company, Qualtrics, which has expertise in maximizing response rates and accounting for potential non-response. To reduce participant burden, the survey is offered online. Qualtrics' online panel includes a sufficient number of residents from the 4 locations in which ODPHP intends to conduct the survey. Qualtrics will offer participants reward points (small, non-monetary incentives) as a token of appreciation for their participation.

### **4. 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 screener and consumer survey included in this packet.

### **5. 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. Lizzie Barnett, ScD, is Senior Communication Researcher at CommunicateHealth. Lizzie is a seasoned social and behavioral researcher. Together, Sandy and Lizzie are overseeing all research protocol development, data collection, and data analysis.