

**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**

June 21, 2017

**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

ODPHP will conduct a total of 9 focus groups in 3 greater metropolitan areas and suburban and/or rural settings within the metro areas: Baltimore, MD; Las Vegas, NV; and Chicago, IL. 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>

ODPHP plans to conduct 9 in-person, 90-minute focus groups with adults ages 35–64 (up to 8 participants for each group, 72 participants total). Specifically, ODPHP will conduct focus groups with the following audiences:

- Adults in the contemplation stage
- Parents of adolescents ages 12–17

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

- English — 7 focus groups
- Spanish — 2 focus groups

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 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 focus groups. The recruitment firm will use a recruitment email [see **Attachment B (English) and Attachment E (Spanish)**] and phone screener [see **Attachment A (English) and Attachment D (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.

---

<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/>

<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.

## 1. Procedures for the Collection of Information

ODPHP has developed a focus group moderator's guide [see **Attachment B (English) and Attachment E (Spanish)**]. Seven consumer focus groups will be moderated in English and 2 will be moderated in Spanish.

The consumer focus groups will address the following topics:

- Perceptions and opinions of PAG graphics
- The extent consumers understand the messages
- The messages and visuals consumers find appealing
- The messages and visuals consumers find persuasive, motivating, and doable
- The factors that influence the effectiveness and acceptability of messages and graphics

## 2. Methods to Maximize Response Rates and Deal with Nonresponse

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.

## 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 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. Corinne Berry, MA, is a Senior Health Communication Researcher at CommunicateHealth. Corinne is a seasoned social researcher with more than a decade of health communication research experience. Together, Sandy and Corinne are overseeing all research protocol development, data collection, and data analysis.