

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

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

**Attachment A:**  
**ODPHP Physical Activity Guidelines, 2<sup>nd</sup> Edition**  
**Phone Screener for Focus Groups (English)**  
**Research Instrument**

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**Submitted to:**

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## Overview

ODPHP will partner with a recruitment firm to conduct recruitment for focus groups.

To secure 8 participants for each focus group, we will over-recruit by 2 participants per group. ODPHP has already translated the phone screener into Spanish in order to recruit Spanish-speaking participants (OMB Packet — Attachment D).

## Script

Hello, I'm [RECRUITER FIRST AND LAST NAME] and I'm calling from [RECRUITMENT FIRM]. We are an independent consumer research organization. We are not selling or promoting any product or service. I am calling you because you expressed interested in participating in a focus group about how to help people be more physically active. This is a study funded by the U.S. Department of Health and Human Services. You will receive a payment of \$75 for your participation. We would like to hear your opinion. The discussion group will last 90 minutes. My questions will only take a couple of minutes.

Does this sound like something you would be interested in?

Yes

No → **TERMINATE**

Great. Let's find out if you qualify. I have a few questions to ask you. At some point, I may end the questions if you do not meet the requirements for the group. This has nothing to do with you; we simply want to include a variety of people in each discussion group. Is it OK if I ask you a few questions?

Yes

No → **TERMINATE**

Before we begin, I'd like to let you know that all information you provide will be private. Your help is voluntary, and you do not have to answer every question. If you would rather not answer a question, let me know and you can skip it. You can stop at any time.

## Gender

1. What is your gender?

Male

- Female
- Other
- Choose not to answer

Age

2. Now I am going to give you a few age ranges. Please stop me when I reach the group you are in.

- Younger than 34 years old → **TERMINATE**
- Between 35 and 44 years old
- Between 45 and 54 years old
- Between 55 and 64 years old
- 65 years old or older → **TERMINATE**

3. Is Spanish the primary language spoken in your home?

- Yes
- No

Parental Status

4. Are you a parent of an adolescent? [Adolescent is defined as being 12-17 years of age]

- Yes
- No

Stages of Change Classification

Next I'm going to ask you some questions about how often you are physically active. Physical activity is anything that gets your body moving.

5. How often do you get physical activity for at least 30 minutes a day?

- Never (0 days per week)
- Rarely (1 day per week)
- Sometimes (2-3 days per week)
- Often (4-5 days per week) → **TERMINATE** ACTION/MAINTENANCE STAGES
- Almost always (6 days per week) → **TERMINATE** ACTION/MAINTENANCE STAGES
- Always (7 days per week) → **TERMINATE** ACTION/MAINTENANCE STAGES

6. Within the next month, do you plan to start getting more physical activity than you do now?

- Yes PREPARATION STAGE
- No

7. Within the next 6 months, do you plan to start getting more physical activity than you do now?

Yes CONTEMPLATION STAGE

No → **TERMINATE** PRECONTEMPLATION OR MAINTENANCE STAGES

**[If the participant is a parent, ask questions 8 through 10. Otherwise, skip to question 11.]**

8. How often does your child get physical activity for at least 1 hour a day? If you have more than one child, please answer separately for each child.

**[If at least 1 child meets the criteria below, recruit the participant.]**

Never

Rarely

Sometimes

Often

Almost always → **TERMINATE**

Always → **TERMINATE** ACTION/MAINTENANCE STAGES

9. Within the next month, do you plan to encourage your child to get more physical activity than he or she does now?

Yes PREPARATION STAGE

No

10. Within the next 6 months, do you plan to encourage your child to get more physical activity than he or she does now?

Yes CONTEMPLATION STAGE

No → **TERMINATE** PRECONTEMPLATION OR MAINTENANCE STAGES

Educational level

11. What is the highest level of education you have completed?

Did not attend school

Some years of school, but did not go to high school (1 to 8 years of school)

Some high school, but did not finish (9 to 12 years)

- High school diploma or GED
- Some college
- College graduate
- Post graduate

Race/Ethnicity

12. Are you of Hispanic or Latino origin?

- Yes
- No

13. Which category best describes your race?

- White
- Black or African American
- American Indian or Alaska Native
- Asian or Pacific Islander
- Other

Income level

14. What is your yearly household income?

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

**[Recruit a mix of participants for the focus group types and locations below]**

	Baltimore, MD	Chicago, IL	Las Vegas, NV	Total
<b>Adults (General)</b>				
English	1	1	2	4
Spanish	1	1		2
<b>Parents of Adolescents</b>				
English	1	1	1	1
<b>Total FG</b>	3	3	3	9

**TERMINATION SCRIPT**

Thank you for answering all of my questions. We are recruiting people from different backgrounds and unfortunately, we have already recruited several individuals with similar characteristics as yours. Again, thank you for the time.

**INVITATION SCRIPT**

(USE IF INDIVIDUAL MEETS RECRUITING CRITERIA)

Thank you for answering all of my questions so far.

15. The group discussions will take place on [DATE, TIME, LOCATION]. Are you able to attend on one of these days and times? Which ones?

- Yes
- No → **TERMINATE**

16. During the group, you will be asked to read several materials and share your opinion. Would you feel comfortable reading the materials and discussing them with others?

- Yes
- No → **TERMINATE**

Great. As I said, the group discussion will take about 90 minutes of your time. The group will be both fun and informative. No one will try to sell you anything. No one will call on you as a result of your participation. You will receive a payment of **\$75** for your participation. This is an important project and your opinions will help the U.S. Department of Health and Human Services to promote healthy lifestyles. We hope you will be part of it.

17. Do you agree to participate in one of the discussion groups?

\_\_\_ Yes  
\_\_\_ No → **TERMINATE**. Thank you for speaking with me.

**CONTINUATION SCRIPT**  
(USE FOR INDIVIDUALS WHO QUALIFY AND AGREE TO PARTICIPATE)

Let me just mention a couple of more things:

- 1) If you use glasses for reading or watching TV, please be sure to bring them with you, since you will be asked to read several things.
- 2) We cannot provide babysitting services, so it will not be possible for you to bring any children with you.
- 3) If someone comes with you to the discussion group, they will not be able to join in the group. They will need to wait for you outside the room.
- 4) Only one person from the same family will be able to participate in the discussion groups.

We can only invite a limited number of people to be in the groups. May we schedule you for one of the groups?

We will call you a few days before the group to remind you of the date and time. If you will **not** be able to participate, please call [NAME AND NUMBER] to let us know as soon as possible, so we can ask someone else. We need to have a certain number of people for each group.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

PHONE: (DAY) \_\_\_\_\_

(EVENING) \_\_\_\_\_

(FAX) \_\_\_\_\_

(EMAIL) \_\_\_\_\_

SCHEDULED FOR: \_\_\_\_\_

Recruiter: \_\_\_\_\_

Date: \_\_\_\_\_