

Attachment A:
ODPHP Physical Activity Guidelines, 2nd Edition
Screening Protocol for Parent, Child, and Adolescent
Focus Groups

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Submitted to:

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Overview

ODPHP aims to collect data to inform the development of messaging, products, tools, and dissemination strategies that promote the recommendations in the second edition of the Physical Activity Guidelines (PAG). CommunicateHealth (CH) will conduct focus groups with parents of young children, children, and adolescents.

ODPHP will use professional recruitment firms to identify, screen, and recruit prospective participants. The recruitment firms will use the approved Recruitment Email below, as well as the Script for Parent Focus Groups (see **Attachment B**) and Script for Child and Adolescent Focus Groups (see **Attachment C**).

Research Method and Logistics

- 12 in-person focus groups conducted in English with up to 94 consumer participants (approximately 8 participants per teen and parent focus group and 6 participants per child focus group), including:
 - 4 90-minute focus groups with parents of young children (ages 3 to 6)
 - 4 60-minute focus groups with children (ages 8 to 12)
 - 4 60-minute focus groups with adolescents (ages 13 to 16)
- For each consumer segment, there will be 1 focus group in a professional focus group facility in each of the 4 locations:
 - Baltimore, MD
 - Chicago, IL
 - Jackson, MS
 - Las Vegas, NV
- All sessions will be audio recorded and include 1 moderator and 1 note taker
- ODPHP will be able to observe sessions in person

Participants

- To be eligible, individuals must fall into one of the following consumer segments:
 - Parents of young children (ages 3 to 6)
 - Children (ages 8 to 12)
 - Adolescents (ages 13 to 16)
- Participants will have low to medium physical activity levels
- Participants will represent a mix of sociodemographic characteristics, such as gender, race/ethnicity, income, and education

Individuals will be excluded if they:

- Work in market research, advertising, public relations, or the media (TV/radio/newspapers/magazines) — or have a member of their household or immediate family that works in these areas

- Work in public health or health care — or have a member of their household or immediate family that works in these areas
- Have participated in market research within the past 3 months
- Are unable to speak and read English well enough to complete the study

Recruiting Guidance

- Recruit for a mix of:
 - Gender, race/ethnicity, household income, and (parental) education
- For each focus group, over-recruit by 2 participants (i.e., recruit 10 to schedule 8 participants or recruit 8 to schedule 6 participants).
- Participants will receive an incentive for participating:
 - \$75 for adult participants (i.e., parents of young children)
 - \$40 gift card for child/adolescent participants
- Parents/guardians who accompany minors to the sessions: \$35 to encourage their participation
- Only one individual from a household or family can participate in this study

Recruitment Email

To: Consumers

From: Recruiter

Email Subject: Opportunity for adults and children to participate in focus groups about physical activity

Email Body:

Dear [FIRST NAME],

My name is [RECRUITER FIRST NAME AND LAST NAME] and I'm reaching out from [RECRUITMENT COMPANY] to invite you or one of your children to participate in a focus group about physical activity.

The U.S. Department of Health and Human Services is working closely with a company called CommunicateHealth to figure out how to help children and teens be more physically active. **We are looking for adults, kids, and teens of different ages to share their ideas and opinions about physical activity.** Your input will help us make sure we create physical activity-related information and tools that meet the needs of people like those in your family.

The focus groups will be held in person in [LOCATION] and take place [TIME FRAME].

- If you are eligible for a focus group for adults, you will receive a **\$75 incentive** as a thank you for your time and participation in a 90-minute focus group.

- If your child is eligible for a focus group for kids or teens, they will receive a **\$40 incentive** for their participation in a 60-minute focus group, and you or another parent or guardian will receive **\$35** for time spent waiting on-site during your child's focus group.

Only one person from the same household or family will be able to participate in this discussion group project.

If you are interested in **either participating in this project yourself or in having your child participate, please reply to this email** with:

- **Your phone number**
- Whether **you or your child** would be interested in participating
- The **age(s) of your child(ren)**
- **The best time to reach you or your child** — if your child is interested in participating, please provide the best time to reach both you and your child

I will follow up by phone to see if you or your child qualifies to participate in the focus group and to discuss scheduling.

Thanks in advance for your help!

All the best,
[RECRUITER FIRST NAME]