

Wellness Initiative of the Substance Abuse and Mental Health Services Administration

Wellness Materials Concept Testing

A. Product Activity To Be Assessed

The Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Mental Health Services (CMHS) is requesting Office of Management and Budget (OMB) approval for one new focus group tool consisting of the following:

- Wellness Focus Group Protocol (Attachment A);
- Wellness Focus Group Screening and Recruitment Questionnaire (Attachment B);
- Wellness Focus Group Authorization and Release (Attachment C); and
- Wellness Focus Group Facilitator Guide (Attachment D).

SAMHSA's Wellness Initiative raises awareness of health disparities between people with mental and/or substance use disorders and the general population. The aim is to inspire individuals; families; behavioral health and primary care providers; and peer-run, faith-based, and other community organizations to improve health behaviors. Individuals are encouraged to explore their talents, skills, interests, social connections, and environment to incorporate the Eight Dimensions of Wellness into their lives.

Research indicates that there are alarming health disparities between people with serious mental and/or substance use disorders and the general population. Individuals with behavioral health conditions are likely to die decades earlier, mostly owing to preventable, chronic medical conditions. SAMHSA is working toward a future in which people with mental and/or substance use disorders pursue optimal health and recovery. The Wellness Initiative encourages people to improve their mental and physical health through positive lifestyle changes. By incorporating aspects of the Eight Dimensions of Wellness into everyday habits, people can live longer and improve their quality of life. These changes may also help people better manage their behavioral health conditions and experience recovery.

A reduction in health disparities could prevent early deaths and may also lower the nation's healthcare costs. SAMHSA is working to ensure that individuals who are at high risk for or have a mental and/or substance use disorder have access to and receive appropriate behavioral health services, as well as primary healthcare services to prevent and treat other medical conditions and to maintain health and wellness.

SAMHSA's Wellness Initiative has collaborated with numerous national organizations that have engaged their local chapters to get the word out about the Wellness Initiative with National Wellness Week campaigns focusing on the social, intellectual, financial, and occupational

Dimensions of Wellness. In addition, SAMHSA has pioneered efforts to develop a wellness-informed healthcare environment that merges substance use disorders and mental health treatment with primary medical care.

According to the September 2014 Wellness Initiative Process Evaluation Assessment Report, National Wellness Week has seen a steady increase in size and participation since its inauguration in 2011. In its first year, 90 organizations held 91 events. In 2013, 169 participating organizations hosted 350 events. In 2014, 261 organizations held just under 700 events. Owing to extenuating circumstances, metrics for the 2015 National Wellness Week are unavailable. Since National Wellness Week has proven to be an effective effort among segments of our target audiences, our goal for the 2016 National Wellness Week is to continue the uptick in participation and to produce messages and materials appropriate for the target populations.

B. Brief Statement of Objectives

With the participation of representatives of the target populations for the SAMHSA Wellness Initiative, such as people living with mental and/or substance use disorders and the general population, the proposed focus groups will aim to explore and assess the following:

- Understanding of and attitudes about “wellness” in general;
- Understanding of cultural nuances and the meaning of the eight icons that correspond to the Eight Dimensions of Wellness;
- Appeal, understanding, attention-getting aspects, and memorability of the Wellness banner that includes a tagline, as well as a potential future logo for the Wellness Initiative; and
- Comprehension and readability of the data visualization and content of an in-development infographic, as well as its appeal, relevance, and identification.

The information obtained from the focus groups will guide developers as they improve the concepts and refine the messaging and products to make them more relevant for the target audiences.

C. Overview of Methods To Collect Information

Data Collection Method

SAMHSA is seeking to conduct four focus groups in one geographical market around the Washington, DC, metropolitan area, with participation of adults representing diverse racial and ethnic groups and exhibiting different socioeconomic, cultural, educational, and demographic backgrounds. This qualitative research will assess variables such as understanding, attention-

getting aspects, visual appeal, memorability, and identification. It will explore changes to the pretesting materials to increase effectiveness and relevance to the target audiences.

Each focus group will be 90 minutes long. The time breakdown for each focus group is the following:

- 0.8 minute to prescreen potential participants; and
- 90 minutes to read and sign consent forms and to participate in the introduction, guidelines, and group discussion.

SAMHSA will provide a screening and recruitment questionnaire to vendors to use in recruiting the focus group participants. This questionnaire ensures that the individuals participating in each group will meet the needs of the study. SAMHSA will also provide guidance on timing and setup for the groups and work with its vendors to meet or adjust the logistical requirements, as needed.

Identification of Respondents and Provision of Incentives

SAMHSA is looking for a total of 48 potential participants who will be prescreened prior to the focus groups (12 potential participants per focus group). Out of the 48 prescreened potential participants, 40 will be recruited and divided into four groups of 10 to participate in the 90-minute focus group sessions.

Participant recruitment will be based on the results of a screening questionnaire to be applied by EurekaFacts, as well as close monitoring by Synergy Enterprises, Inc.'s staff to gather groups with the appropriate profiles based on the selection criteria. The following procedures will be followed:

- Focus groups will preferably be conducted after work hours, based on potential participants' availability;
- At the beginning of each session, participants will complete an authorization/release form of use of the information provided; and
- To gain participants and reduce recruiting time and cost, SAMHSA will offer participants a \$50 gift card.

Frequency of Data Collection

SAMHSA is seeking to conduct the proposed four focus groups one time only. Each focus group will be 90 minutes long, and respondents will be asked to provide feedback to the pretest materials. The moderator will ensure that all participants have an equal amount of time to participate.

Methods for Identifying Duplication

The information needed is specific to the Wellness Initiative campaign's messages and materials and is not collected anywhere else.

D. Annualized Response Burden Estimate

Participant	Number of respondents	Responses per respondent	Total Number of Responses	Hours/response	Total hours	Hourly Wage	Total Hour Cost
Pre-screened Potential Participants	48	1	48	.08	3.84	0	0
Actual Focus Group Participants	40	1	40	2.0	80	\$35.00	\$2800.00
Total	40		88		83.84		\$2800.00

The estimated annualized cost to respondents for the proposed data collection activities is \$2,100.00. For the purposes of estimating annual cost, it is assumed that the participants will participate once. The average burden was estimated on the basis of an independent review of the focus groups by the contractor and federal staff.

Estimates of Annualized Cost to the Government

The estimated annualized cost to the government for the proposed data collection activities is \$14,033 and includes the cost to the contract as well as the Government Printing Office (GPO) cost.

Position	Percent FTE	Annual Hours	Rate	Total Annual Cost
CSAP GPO		40	\$59.40/hr	\$2,376.00
Contractor(s) - NOPEEI Contract		n/a	n/a	\$9,817
Totals	<i>varies</i>	<i>varies</i>	<i>varies</i>	\$12,193

E. Methods Used to Develop the Questions

Questions similar to those in the facilitator guide have been asked of participants from focus groups for concept testing to assess the relevance and effectiveness of the campaign materials.

F. Consultants Within and Outside SAMHSA

The common measures here for OMB approval are the result of lengthy consultation and discussion among SAMHSA personnel and contract representatives. The final selection of these measures was made by SAMHSA senior officials.

Project Officer

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List of Attachments:

- Attachment A: Wellness Focus Group Protocol
- Attachment B: Wellness Focus Group Screening and Recruitment Questionnaire
- Attachment C: Wellness Focus Group Authorization and Release
- Attachment D: Wellness Focus Group Facilitator Guide