

**Behavioral determinants of hand hygiene behavior among U.S. adults: A formative qualitative evaluation**

**Generic Information Collection (0920-1154)**

Supporting Statement Part B

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### 1. Respondent Universe and Sampling Methods

To participate in the focus groups, participants must meet the following inclusion criteria: (1) ability to speak and read in English; (2) place of residence in the United States; (3) 18 years of age or older; (4) engage in food preparation or cook food at least once per week; (5) report ever having used alcohol based hand sanitizer. Participants will be excluded from participation if they meet any of the following exclusion criteria: (1) under the age of 18; (2) primary occupation in foodservice or food preparation; (3) primary occupation is in healthcare, public health, marketing, communication, education, or childcare; (4) immediate family member occupation in healthcare, public health, marketing, communication, education, or childcare.

Purposive maximum variation sampling will be used to obtain a diverse group of participants in each of the two focus groups [16]. Maximum variation sampling allows for the identification of common themes across diverse groups, and can also provide in-depth understanding across multiple participant types [16]. To create a pool of potential participants from which to engage in purposive maximum variation sampling, a maximum of 500 individuals will be screened for eligibility.

Respondents interested in participating in the focus groups will complete an online screening form (Attachment 2), and those who do not meet inclusion criteria will be notified during the screening of their ineligibility. All eligible participants will be notified that they may be eligible to participate and that they will be contacted if they are selected to participate in the focus groups. A total of 20 participants will be purposively selected from this pool of eligible participants. Participants will be selected to maximize variability based on age, race/ethnicity, gender, place of residence, socioeconomic status, occupation, relationship status, parental status, source of health information, and perceptions of hand hygiene importance. CDC will collaborate with the contracting company to select individuals to participate in the focus groups using maximum variation sampling. If a participant is selected to participate, they will be contacted and provided with information on the time and location of the focus group (Attachment 3). If, at the time of invitation, the participant declines to participate, a replacement participant will be selected from the pool of eligible participants. Participants will receive an email reminder from the contracting company prior to the focus groups (Attachment 6).

A contracting company will conduct all recruitment and screening activities.

## **2. Procedures for the Collection of Information**

After completing screening, two focus groups will be conducted. Each focus group will include a maximum of 10 participants and each group will last no more than 90 minutes. Before data collection, participants will be given time to read the consent form (Attachment 4) and ask questions. They will be given two copies of the informed consent: one to keep and one to sign to indicate consent and return to the research team. A semi-structured focus group guide will be used for both focus groups (Attachment 5). The questions in the interview guide which will be used to identify behavioral determinants of community hand hygiene behavior. The interview guide will also ask about preferences for health communication materials with regards to tone, format, and placement. Participants will be encouraged to use pseudonyms or nicknames during the focus group rather than their real names. Focus groups will be audio recorded to capture the content of the discussion. Audio recordings will be transcribed into transcripts, which will be used for analytic purposes. Field notes will be taken during the focus groups to capture key quotes or expressions, facial or body language, and attribution of comments when multiple participants are talking at once.

A contracting company will conduct all data collection activities, including recruiting and screening participants into the evaluation, and conducting two 90-minute long in-person focus groups.

## **3. Methods to Maximize Response Rates and Deal with No Response**

A consulting company will conduct all screening and recruitment of eligible participants. The consulting company will recruit 10 participants for each focus group. The focus group moderator guides were designed with particular focus on open-ended questions to allow participants to provide significant detail and participants will have the option to skip questions they are not comfortable answering. Participants also will be informed that they have the right to end their participation at any time.

If, at the time of invitation, the participant declines to participate, a replacement participant will be selected from the pool of eligible participants.

Participants will receive an email reminder from the contracting company prior to the focus groups (Attachment 6).

## **4. Test of Procedures or Methods to be Undertaken**

The estimate for burden hours of the focus group interview guide are based on one pilot test conducted by the CDC evaluation team. The estimates for burden hours for the screening are based on three pilot tests by the CDC evaluation team.

## 5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

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