

EMAIL and TELEPHONE INVITE

My name is Corstella Johnson and I serve as the Regional Minority Health Consultant for the U.S. Department of Health and Human Services, Office of the Assistant Secretary for Health Region 7. We serve four (4) states within Region 7 (MO, IA, KS, and NE). My office is working on developing health messages to improve community demand for pneumonia and shingles immunizations. We are seeking people who may be interested in participating in a focus group discussion about these immunizations and evaluating sample messages. Our office is working with Sensis Agency who will facilitate these focus groups. For participants interested in participating:

Why participate in the focus group?

To help HHS improve adult immunization rates. You will also receive **\$75** for your valuable time!

What will I be doing in the focus group?

You will be guided through a discussion on immunization barriers and benefits, disease severity/susceptibility perceptions, message testing and action triggers.

How long is the session?

90 minutes

Intended Audience?

African American men and women over the age of 50; community health workers

When and where?

The study will be held during the week of March 23, 2020. You will be asked to participate by attending an in-person focus group at a local HHS facility.

Interested in participating?

Please email Janelle Thomas, from Sensis Agency, jthomas@sensisagency.com with your contact information.

All Data will be kept private to the extent allowed by law.

Thank you in advance for sharing your perspectives with us. If you have any questions, please contact the research team supporting this effort at jthomas@sensisagency.com.