

Information Collection to Assess the Viajo sin Zika Awareness Communication Campaign for Hispanics/Latinos Visiting Friends and Relatives

Gen-IC

**Information Collection for Evaluation of Education, Communication, and Training (ECT)
Activities for Mobile Populations**

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Supporting Statement B

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PART B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

B.1. Respondent Universe and Sampling Methods

This is a convenience sample of Hispanics/Latinos, ages 18-44 years, residing in the United States who visit friends and relatives in Latin America, Mexico, and the Caribbean. Statistical methods will not be used to select participants.

Participants will be recruited through both partner organizations and digital strategies (e.g., social media posts, digital ads). We anticipate that 1 out of 2 people contacted will meet the eligibility criteria and agree to participate. Therefore, a total of 144 respondents will be screened and recruited. Of those 144, only 72 are expected to participate in the focus groups.

Up to twelve focus groups will be conducted, with up to 6 individuals each (n = 72). To participate in the focus groups, participants must meet the following criteria:

- Be between the ages of 18-44 years of age
- Be of Hispanic/Latino origin
- Have been born in Latin America or the Caribbean or have a parent born in Latin America or the Caribbean
- Must have traveled to the family's country of origin in the past 5 years or have made plans to travel to the family's country of origin in the next 12 months
- Live in one of the following three geographic locations: New York City, Los Angeles, or Orlando
- Recall being exposed to the Viajo sin Zika campaign

B.2. Procedures for the Collection of Information

The information collection activities will be qualitative focus groups. The participants for this project will be Hispanics/Latinos, ages 18-44 years, residing in the United States who visit friends and relatives in Latin America, Mexico, and the Caribbean. Data will be collected from individuals residing in New York City, New York; Orlando, Florida; and Los Angeles, California.

Screening

Prior to conducting the data collection activities, we will recruit participants through both partner organizations and digital strategies (e.g., social media posts, digital ads). Community-based partner organizations will work with ICF to recruit participants from their respective communities into the focus groups. An email will be sent to our primary contacts at each partner organizations informing them of the assessment and requesting their assistance in recruiting community members exposed to the campaign who meet the inclusion criteria above (Attachment A). Partners will share a flyer, electronically and in print, with potential participants at in-person events or through electronic communications. The flyer (Attachment C) will include a brief description of the project and a link to the online screener (Attachment D). ICF staff will access results from the screener to then email and/or call individuals who meet eligibility

requirements. ICF will contact eligible participants to schedule the date and time of the focus group, and send them a meeting invite that includes the focus group details, time, and call-in number.

Data collection

The focus groups will be conducted virtually, and may be conducted in English or Spanish. Each focus group will last no longer than 60 minutes. All focus groups will be audio recorded and call-in numbers will be provided to CDC to allow for observation and be available to answer participants' questions about Zika.

Groups will be segmented by language (English or Spanish) and gender (e.g. English-speaking women, Spanish-speaking women, English-speaking men, Spanish-speaking men). The focus groups will be conducted virtually and will be audio-recorded. Each focus group will last up to one hour. A trained ICF employee will moderate the groups, and another ICF employee will take notes during each focus group session. Before starting the focus groups, the facilitator will read the informed consent information with the participants (Appendix E). The focus groups will follow the moderator's guide (Appendix E) which contains a series of open-ended questions with follow-up (probing) questions to gather in-depth responses. The Moderator's Guide for Focus Groups with Participants Exposed to the Viajo sin Zika Campaign was designed to collect information on participants':

- Exposure to the campaign messages and materials;
- Attitudes and perceptions about print and digital campaign materials;
- Perceptions about how campaign message and materials resonated with the target audience; and
- Intentions related to Zika prevention behaviors.

Participants will receive a \$10 Amazon gift card as thanks for participating in the focus group and will be directed to CDC's travel health website to learn more about the risk of Zika and how they can protect themselves and their loved ones. Participants will also have the opportunity to speak with CDC staff members who observed the focus group discussion about their specific questions after each discussion is complete. The participant(s) will determine their preferred method for talking with CDC staff (e.g. remain on the line, email, phone call, etc.).

B.3. Methods to Maximize Response Rates and Deal with Non-response

The following methodology and best practices will be employed to promote efficient enrollment in this voluntary study:

- Informing respondents of what the evaluation project is asking, why it is being asked, who will see the results, and how the results will be used, as well as discussing how respondents will benefit from the results and how the findings will be put into action.
- Using bilingual and bi-cultural facilitators and culturally and linguistically appropriate data collection instruments.
- Addressing data security and anonymity with respondents.

- Minimizing the time needed for participation in the evaluation project.
- Informing respondents how much time the evaluation project will take so that they know what to expect.
- Utilizing reminders, and follow-ups to remind respondents and encourage participation.
- Giving respondents the opportunity to speak with CDC staff members who observed the focus group discussion about their specific questions after each discussion is complete.
- Providing a token of appreciation to thank participants for their time and effort in the information collection activity (see Statement A).

B.4. Test of Procedures or Methods to be Undertaken

The focus group guides were reviewed by CDC and ICF staff. Following the first focus group, we will debrief and make minor adjustments to improve the facilitation techniques.

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

This project will use qualitative methods to collect and analyze data; therefore, no statistical analysis will be conducted. A review of the notes and recordings will be conducted to summarize feedback from respondents. The summary will include an analysis of the common topics and themes identified in the data as well as recommendations to improve the existing materials and for developing future materials.

The following individuals, including contractors, provided advice about the protocol design, recruitment methods, and data collection tools:

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