

ENHANCED MESSAGE DEVELOPMENT CREATIVE CONCEPT TESTING FOCUS GROUPS SCREENER

Updates to the screener have been highlighted in dark yellow.

INTRODUCTION

Hello, my name is _____, and I am calling on behalf of [FACILITY NAME]. We will be conducting focus groups to test ideas for health education messages. Each focus group will be led by a qualified researcher and will include about six participants who will be asked to share their opinions. Focus groups will be held at **LOCATION** on **DATES** for about 90 minutes. Those who participate will receive **\$75** as a thank you for taking part in the study. May I please speak with someone in your household ages 21 to 64 to see if they are qualified to participate in the study?

[REPEAT INTRO IF CALL WAS TRANSFERRED]

May I ask you a few questions to see if you are qualified to participate in the study?

Yes	[]	[CONTINUE]
No	[]	[THANK AND END]

Great! Before we begin, you should know that there are no right or wrong answers to the questions I'm going to ask you. You also don't have to answer some questions if you don't want to. If an answer leads to me ending the call, this doesn't mean that there was anything wrong with the answer you provided.

SECTION 1: SCREENER QUESTIONS

READ: To begin, I have a couple questions to ensure that we speak to a mix of people.

- How old are you? [_____]

RECORD RESPONSE 21 to 64
IF age is <21 or >64

[]	> CONTINUE
[]	> TERMINATE

- What is your gender? **DO NOT READ LIST**
-

Male	<input type="checkbox"/>	> CONTINUE
Female	<input type="checkbox"/>	
Other: RECORD VERBATIM	<input type="checkbox"/>	

TERMINATION LANGUAGE: Thank you for taking the time to answer these questions. Unfortunately, based on the responses you provided, you do not meet the specifications we are looking for in this study. I appreciate your time and have a good morning/afternoon/evening.

3. In the past year (including now), have you, a member of your immediate family or a close friend worked for any of the following types of businesses?

READ LIST AND RECORD BELOW

An advertising or public relations firm?	<input type="checkbox"/>	> TERMINATE IF YES TO ANY
A marketing or market research firm or department?	<input type="checkbox"/>	
A marketing or market research consultant?	<input type="checkbox"/>	
Any kind of media company—like a TV or radio station or newspaper?	<input type="checkbox"/>	
The federal government or a federal government agency?	<input type="checkbox"/>	
A manufacturer or representative of alcohol (or alcoholic beverages)	<input type="checkbox"/>	

4. When, if ever, was the last time you participated in a marketing research study, such as a consumer interview or a group discussion? **DO NOT READ LIST**

Within the past six months	<input type="checkbox"/>	> TERMINATE
Over six months ago	<input type="checkbox"/>	> CONTINUE
Never	<input type="checkbox"/>	> SKIP TO Q6

5. Please think about the market research studies you have participated in. What were the topics of the market research? **RECORD BELOW**

1) _____	2) _____
3) _____	4) _____

TERMINATE IF ANYTHING RELATED TO ALCOHOL (E.G., ALCOHOL ATTITUDES)

SECTION 2: ALCOHOL BEHAVIOR¹

¹ Questions 6 to 8 are adapted from the Alcohol Consumption series in the CDC's Behavioral Risk Factor Surveillance System Survey (BRFSS) Questionnaire, available at <https://www.cdc.gov/brfss/questionnaires/pdf->

Note to recruitment: All participants MUST be excessive drinkers in order to qualify for the groups. See notes under Q7 and Q8.

6. During the past 30 days, how many days did you have at least one drink of any alcoholic beverage such as beer, wine, a malt beverage, or liquor? **PROBE TO DETERMINE NUMBER AND RECORD NUMBER AND RESPONSE OPTION BELOW**

Number of days: _____
0 days

Valid response for number of days
Don't know/Not sure
Refused

[]	>	TERMINATE
[]	>	
[]	>	
[]	>	TERMINATE

7. One drink is equivalent to a 12-ounce beer, a 5-ounce glass of wine, or a drink with one shot of liquor. During the past 30 days, on the days when you drank, about how many drinks did you drink on average? **PROBE TO DETERMINE NUMBER AND RECORD NUMBER AND RESPONSE OPTION BELOW**

Number of drinks: _____

Valid response for number of drinks
Don't know/Not sure
Refused

[]	>	CALCULATE SCORE BELOW
[]	>	
[]	>	TERMINATE

CALCULATE Q6/Q7 COMPOSITE SCORE²

[# days] multiplied by [# drinks] equals composite score

Q6: # days		Q7: # drinks		Composite Score
	X		=	

ques/2017_BRFSS_Pub_Ques_508_tagged.pdf

² The composite score is based on the calculated variable for calculated total number of alcoholic beverages consumed per month (variable _DRNKMO4) from the CDC's Calculated Variables in the Data File of the 2017 Behavioral Risk Factor Surveillance System, available at https://www.cdc.gov/brfss/annual_data/2017/pdf/2017-calculated-variables-version4-508.pdf.

Q6 & Q7 note to recruitment: If the composite score is greater than 60 for males or greater than 30 for females, the respondent is an excessive drinker and qualifies for the study.

8. Considering all types of alcoholic beverages, how many times during the past 30 days did you have **[X]** or more drinks on an occasion? **PROBE TO DETERMINE NUMBER AND RECORD NUMBER AND RESPONSE OPTION BELOW**

[Note—if respondent is male, X = 5; if respondent is female, X = 4]

Number: _____

0 times	[]	>	CONTINUE
1 or more times	[]	>	
Don't know/Not sure	[]	>	TERMINATE

Q8 note to recruitment: If males have had 5 or more drinks on one occasion within the last 30 days or females have had 4 or more drinks on one occasion within the last 30 days, the respondent is an excessive drinker and qualifies for the study.

Note to recruitment: Participants must qualify as an excessive drinker based on responses to Q6 & Q7 OR Q8.

9. To what extent have you thought about drinking less alcohol in the past 6 months?

Not at all	[]	>	Unconcerned Drinker –
Somewhat/occasionally	[]	>	Noncommittal Drinker - CONTINUE TO Q10
Often	[]	>	Concerned Drinker – SKIP TO Q11

10. Please select reasons why you've thought about drinking less. [DO NOT READ THE BELOW OUT LOUD, CHECK OFF ANY MENTIONED]:

Value	Value Label		
1	Avoid embarrassment	[]	Short term consequences
2	Avoid doing something you will regret	[]	
3	Avoid short term trouble with the police (e.g., getting pulled over)	[]	
4	Alcohol is expensive	[]	
5	Makes you feel bad that night or the next day	[]	
6	Avoid long term health problems (e.g., heart disease, kidney disease, etc.)	[]	Long term consequences
7	Avoid gaining weight from alcohol	[]	
8	Avoid motor vehicle crashes	[]	
9	Damages to personal relationships	[]	
10	Long term trouble with the police or the law (e.g., lose license, break the law)	[]	

Note to recruitment: Participants must select more short-term consequences than long term consequences to qualify as a noncommittal drinker. If they do not select more short-term consequences than long term consequences, terminate.

SECTION 3: DEMOGRAPHIC QUESTIONS

PLEASE AIM TO RECRUIT MIX OF GENDER, RACE/ETHNICITIES, AND OTHER DEMOGRAPHICS FOR EACH GROUP.

READ: Great. I have a couple last questions to ensure that we speak to a variety of people.

11. What best describes your ethnicity?

Hispanic or Latino	[]	> CONTINUE
Not Hispanic or Latino	[]	

12. What best describes your race?

Value Label	[]	>CONTINUE
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White or Caucasian	<input type="checkbox"/>	
Black or African-American	<input type="checkbox"/>	
Hispanic or Latino	<input type="checkbox"/>	
Asian	<input type="checkbox"/>	
Native American or Alaskan Native	<input type="checkbox"/>	
Native Hawaiian or Other Pacific Islander	<input type="checkbox"/>	

13. What is the highest level of education you have completed?

Grade School	<input type="checkbox"/>	>CONTINUE
Less than high school graduate/some high school	<input type="checkbox"/>	
High school graduate or completed GED	<input type="checkbox"/>	
Some college or technical school	<input type="checkbox"/>	
Received four-year college degree	<input type="checkbox"/>	
Some post-graduate studies	<input type="checkbox"/>	
Received advanced degree	<input type="checkbox"/>	
Other: _____	<input type="checkbox"/>	

14. Which of the following best describes what you are currently doing? Please mark all that apply.

Employed full-time	<input type="checkbox"/>	>CONTINUE
Employed part-time	<input type="checkbox"/>	
Unemployed	<input type="checkbox"/>	
Homemaker	<input type="checkbox"/>	
Student	<input type="checkbox"/>	
Retired	<input type="checkbox"/>	
Disabled	<input type="checkbox"/>	
Other: _____	<input type="checkbox"/>	

15. What is your total household income?

Under \$20,000/year	<input type="checkbox"/>	>CONTINUE
\$20,001 - \$30,000/year	<input type="checkbox"/>	
\$30,001 - \$40,000/year	<input type="checkbox"/>	
\$40,001 - \$50,000/year	<input type="checkbox"/>	
\$50,001 - \$60,000/year	<input type="checkbox"/>	
\$60,001 - \$80,000/year	<input type="checkbox"/>	
\$80,001 - \$100,000/year	<input type="checkbox"/>	
Over \$100,000/year	<input type="checkbox"/>	

16. What is your marital status?

Single	<input type="checkbox"/>	
Married	<input type="checkbox"/>	

In a relationship	[]	
Divorced or Widowed	[]	
Refused	[]	

17. During the past 12 months, was there a month or more when you spent a lot of your time getting or drinking alcohol?

- 1 Yes
2 No

[]	> CONTINUE
[]	> TERMINATE

19. During the past 12 months, was there a month or more when you spent a lot of time getting over the effects of the alcohol you drank?

- 1 Yes
2 No

[]	> CONTINUE
[]	> TERMINATE

20. During the past 12 months, did you try to set limits on how often or how much alcohol you would drink?

- 1 Yes
2 No

[]	> CONTINUE
[]	> Skip to Question 21.

21. Were you able to keep to the limits you set, or did you often drink more than you intended to?

- 1 Usually kept to the limits set
2 Often drank more than intended

[]	> CONTINUE
[]	> TERMINATE

22. During the past 12 months, did you need to drink more alcohol than you used to in order to get the effect you wanted?

- 1 Yes
2 No

[]	> CONTINUE
[]	> TERMINATE

23. During the past 12 months, did you notice that drinking the same amount of alcohol had less effect on you than it used to?

- 1 Yes
2 No

[]	> CONTINUE
[]	> TERMINATE

24. During the past 12 months, did you want to or try to cut down or stop drinking alcohol?

- 1 Yes
2 No

[]	> CONTINUE
[]	> TERMINATE

25. Have you ever thought about or participated in a substance recovery program?

- 1 Yes
2 No

[]	> CONTINUE
[]	> TERMINATE

26. Are you interested in participating in this study?

Yes
No

[]	> CONTINUE
[]	> TERMINATE

Group Segment Instructions

Segment	Participants fall in this category if...
Unconcerned Drinker	They respond “not at all” to Q9
Noncommittal Drinker	They respond “somewhat/occasionally” to Q9 AND they list more short term than long term consequences.
Concerned Drinker	They respond “often” to Q9

SECTION 4: INVITATION TO PARTICIPATE IN FOCUS GROUP

Thank you for your time today! We would like to invite you to participate in the focus group. The focus group will take place at **LOCATION**, and we will be testing ideas for health education messages. The interview will be audio-recorded for use in reporting.

The interviews are being held on **DATES** and will last **approximately 90 minutes**.

Your opinions are very important to us. You will be paid **\$75** as a token of our appreciation.

People who have been invited to participate in this type of project have found the experience to be enjoyable and informative.

READ: Great! I am going to give you the address and contact information for the facility. Please make sure that you are there 15 minutes before the scheduled start time. Do you have a pen and paper?

GIVE LOCATION OF FACILITY