Attachment A: Overview of the Assessment for the *Get Ahead of Sepsis* Consumer Campaign

CDC is conducting a pilot study in Chicago, IL to test the communication tactics and associated outcomes with four specific consumer audiences--(1) healthy adults 65+, (2) women who care for a child ≤ 12 years old, (3) women who care for an aging parent 65+, and (4) men 65+ with one or more chronic conditions. CDC wants to understand if the targeted campaign efforts (beyond the national initiative) reached target consumer audiences and influenced their knowledge and behavior related to early recognition and timely treatment of sepsis and prevention of infections that can lead to sepsis.

To assess the reach and outcomes of the campaign tactics, ICF will conduct a pre- and post-intervention survey with each audience.

Consumer Target Audiences:

- Healthy adults 65+
- Women who care for a child ≤ 12 years old
- Women who care for an aging parent 65+
- Men 65+ with one or more chronic conditions

Consumer Audience	The Why	Criteria
Healthy adults 65+	Individuals over 65 years old are at increased risk for sepsis, and infections that can lead to sepsis	• 65 years old or older • Has never been diagnosed by a healthcare professional with a chronic medical condition or disease • Does NOT work in a healthcare setting or for a health and wellness organization • Does NOT work as a healthcare professional • Does NOT work for a market research company, an advertising agency, a public relations firm, or for the media • Lives in Chicago, IL
Women who care for a child 12 years or younger	Makes medical decisions for their children who are at risk for sepsis, and infections that can lead to sepsis	• Female • 18-64 years old • Currently the parent of a child 12 years old or younger • Makes healthcare decisions about their child/children either themselves or together with a spouse/partner • Does NOT work in a healthcare

Consumer Audience	The Why	Criteria
		setting or for a health and wellness organization • Does NOT work as a healthcare professional • Does NOT work for a market research company, an advertising agency, a public relations firm, or for the media • Lives in Chicago, IL
Women who care for an aging parent aged 65 years or older	Makes medical decisions for their aging parents who are at risk for sepsis, and infections that can lead to sepsis	• Female • 18-64 years old • Currently the primary caregiver for an older adult family member (age 65 years or older) • Does NOT work in a healthcare setting or for a health and wellness organization • Does NOT work as a healthcare professional • Does NOT work for a market research company, an advertising agency, a public relations firm, or for the media • Lives in Chicago, IL
Men aged 65 years or older, with one or more chronic conditions	Person at high risk of sepsis, and infections that can lead to sepsis	• Male • 65 years old or older • Diagnosed by a healthcare professional with one or more chronic medical conditions or diseases • Does NOT work in a healthcare setting or for a health and wellness organization • Does NOT work as a healthcare professional • Does NOT work for a market research company, an advertising agency, a public relations firm, or for the media • Lives in Chicago, IL

Identification, Recruitment, Inclusion and Exclusion Criteria for Assessment:

Data for this study will be collected from a sample of consumers in the Chicago, IL area who have already indicated a willingness to participate in surveys (online sample panelists). The study will not include any participants under 18 years of age and individuals who, as themselves or a family member, work as healthcare professionals or social workers, work in a healthcare setting, or work in marketing will be excluded from the study. No information regarding any of the above conditions will be gathered or included in any of the data collected.

ICF will subcontract with an online panel provider to recruit the sample for the study. The subcontractor will program the survey, will invite their panelists to participate and field the online survey. Panelists registered with the online panel who have provided their consent to receive invitations to participate in online surveys, and who meet the preliminary eligibility criteria (geographic location and age) will receive an email invitation to participate (Attachment B). Individuals interested in participating in the survey, will click the link provided and be directed to the informed consent page of the survey. Individuals agreeing to the consent will select "Yes" and be redirected to the survey (Attachments C, D, E, F). Those who do not consent will be thanked for their time and not continue to the survey.

Panelists eligible and consenting to participate will become survey respondents. ICF will obtain a dataset of all eligible respondents, including those who did and did not complete the full survey. Specifically, the vendor will provide a de-identified data set that does not include any personally identifying information of the respondents. The subcontractor will also provide ICF with weekly aggregate reports on the number of individuals who opened and started the screener, stopped taking the screener, completed the screener, and were eligible for the full survey. For those deemed ineligible, they will provide an aggregate report of the eligibility criteria not met. The subcontractor will not provide the individual screener responses for those who are ineligible. We will use these data to describe the sampling and data collection process.

Invited individuals will have approximately three weeks to complete the survey on a computer from a location where they feel most comfortable. Web surveys allow respondents to complete as much of the survey as desired in one sitting and to continue the survey at another time, while also minimizing respondent burden and error. The vendor will use responsive design to facilitate completion of the survey on different types of devices (e.g., desktop computer, tablet, mobile phone). The use of this technology also helps minimize social desirability and interview bias by allowing respondents to self-administer the survey rather than participate in an interview.

The IRB exemption determination for this study is included in Attachment G. Samples of the materials used in the *Get Ahead of Sepsis* educational effort can be found in Attachment H.

Sample Sizes:

- For pre-test, we will survey 30 individuals from each target audience (TA).
- For the post-test, we will collect the full survey (knowledge, behavior) for up to 30 individuals per target audience who reported exposure to the campaign. We will also collect media use/habits and demographic characteristics for up to 30 unexposed individuals per target audience. After the initial 30/TA, the exposure question will be asked as part of the screener to

assess what % of respondents were exposed to the campaign; this will be used to assess the reach of the campaign.

Survey Section	**Pretest (n=30/TA)**	**Posttest**		
		Exposed (n = 30/TA)	**Unexposed (n =30/TA)**	**Unexposed (unlimited n)**
Screener	X	X	X	X
Exposure to Campaign	X	X	X	X
Frequency and Channel of Exposure	X	X		
Knowledge	X	X		
Attitudes & Beliefs	X	X		
Behavior	X	X		
Sources of Information	X	X		
Media Use and Habits			X	
Demographic Characteristics	X	X	X	