Health Message Testing System Expedited Review Form

1. Title of Study: (Please append screener and questionnaire)

Assessment for the Be Antibiotics Aware Healthcare Provider (HCP) Campaign

2. Study Population: (Discuss study population and explain how they will be selected/recruited.)

CDC is conducting an assessment in Memphis, TN with 3 HCP audiences, recruited via online panel provider: (1) family practitioners in outpatient settings, (2) NPs and PAs in outpatient settings, and (3) Urgent Care physicians, NPs and PAs. See Attachment A for more detail.

Respondent characteristics:

Number of subject: 270 Number of males: 135

Age range: 18+ Number of females: 135

Racial/ethnic composition: n/a for all audiences

Special group status: (e.g., risk group, health care providers)

Type of group(s): 1) family practitioners in outpatient settings, (2) NPs and PAs in outpatient settings, and (3) Urgent Care physicians, NPs and PAs

Geographic location(s): Memphis, TN

3. Incentives: (State what incentive will be offered and justify proposed incentives to be used in study.)

Participants who complete either the pre- or post-test HCP surveys will be given an honorarium/token of appreciation for their participation in the 20 minute online survey. Incentive amounts will be offered as followed: Physicians, nurse practitioners (NPs), and physician assistants (PAs) at urgent care centers = $45; nurse practitioners and physician assistants, outpatient settings = $30; and primary care physicians (PCPs), outpatient settings = $35 . See attachment B for more detail.

4. Study method: (Please check **one** below)

Central location intercept interview: ☐ Focus group: ☐

Online Interview: ☐ Individual in-depth interview (cognitive interview): ☐

Telephone interview: ☐ (CATI used: yes or no): ☐

Other (describe): Online pre- and post-test surveys

5. Purpose of the overall communication effort into which this health message(s) will fit:
(Please provide 2-3 sentences below.)

The Be Antibiotics Aware campaign seeks to optimize antibiotic prescribing and use, in order to improve patient safety and combat antibiotic resistance, by raising knowledge, increasing awareness and motivating behavior change (e.g., appropriate prescribing and communication with patients) among HCP and consumer target audiences.

6. Category of time sensitivity: (Please check **one** below)

Health emergency: ☐ Time-limited audience access: ☐
Press coverage correction: ☐ Time-limited congressional/administrative mandate: ☐
Trend Tracking ☐ Ineffective existing materials due to historical event/social trends: ☒

7. Describe nature of time sensitivity: (Please provide 2-3 sentences below.)

Each year in the US, 2 million people become infected with antibiotic-resistant bacteria and at least 23,000 of these individuals die as a result of their infections (CDC, 2013). Many bacteria have become resistant to more than one type or class of antibiotic. Widespread overprescribing and inappropriate use of antibiotics fuel resistance that compromises the effectiveness of these drugs for future use. HCP education is needed to increase awareness and understanding of appropriate antibiotic practices and consequences of misuse.

8. Number of burden hours requested: 67.5

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals recruited via online panel providers	270	15/60	67.5
Totals	**270**	**15/60**	**67.5**

9. Are you using questions from the approved question bank? No

If **yes**, please list the item number(s) for questions used from the question bank separated by a comma. (e.g., 1a, 3c, 130d)

n/a

***** Items below to be completed by Office of Associate Director for Communication (OADC)*****

1. Number of burden hours remaining in current year's allocation: 4675
2. OADC confirmation of time-sensitivity:

Yes: ☒
No: ☐

Dawn B. Griffin
Project Officer

Print Form