**Request for Sub-collection under the Generic ICR:
Formative Research and Tool Development**
OMB #0920-0840 Expires 10/31/2021

**Health Communication Message Testing on Tuberculosis—
Centers for Disease Control and Prevention, Division
of Tuberculosis Elimination**

Supporting Statement <u>Part B</u>

February 8, 2019

Supported by:

Division of Tuberculosis Elimination
Centers for Disease Control and Prevention

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Section B: Collections of Information Employing Statistical Methods

Table of Contents

This data collection activity does not involve statistical methods; however, our data collection procedures are provided below.

B1. Respondent Universe and Sampling Methods

Respondent Universe

- This project will enroll United States residents who were born in:
    - o Mexico
    - o Guatemala
    - o China
    - o Vietnam
    - o Philippines
    - o India

We will work with a professional recruitment vendor to recruit participants, through the use of a Recruitment Screener **(Attachment 1b)**. This professional recruitment vendor builds and manages its own database of thousands of potential focus group participants—this "universe" of potential participants is ever-expanding and contracting and changing and, thus, not finite or limited; we therefore will not apply a sampling methodology for recruiting participants for these focus groups. We will recruit a mix of the following characteristics: residing in the U.S. for less than 10 years versus residing in the U.S. for more than 10 years; age; sex; race/ethnicity; education level; and total household income.

Sample Size

The target sample size is a maximum of 135 participants, as follows:
- o 27 individuals who were born in Mexico;
- o 27 individuals who were born in the Philippines;
- o 27 individuals who were born in India;
- o 18 individuals who were born in Guatemala;
- o 18 individuals who were born in China and
- o 18 individuals who were born in Vietnam.

Sampling Method

The sample will be a non-probability based purposive/convenience sample. Participants will be recruited via a recruitment vendor (**Attachment 1b**).

Sampling Plan

Based on the objectives of, and the characteristics of the target populations for, this project, a non-probability sample will be used.

B2. Procedures for the Collection of Information

For the project:
- Individuals meeting the eligibility criteria will be eligible to participate in this project (**Attachment 1b**).
- Interested and eligible participants will then participate in a focus group discussion (**Attachment 1a**).

Data Management
- No PII will be collected for this project.
- No PII will be delivered to CDC or used in future research or analysis.
- Focus group data (no PII) will be organized in databases stored on secure local servers at IQ Solutions, Inc. and will be backed-up regularly.
- Electronic equipment and files will be kept password-protected.
- Electronic devices will be kept locked when not in use.
- Individual records will be kept secure, accessible only to the project team.

B3. Methods to Maximize Response Rates and Deal with Nonresponse

Project participation is voluntary. The following procedures will be used to maximize cooperation and achieve the desired participation rates:

A token of appreciation with a value of $50 will be offered to participants who complete a focus group discussion.

B4. Test of Procedures or Methods to be Undertaken

The project team pilot-tested the data collection instruments (recruitment screener, moderator's guide) with eight representatives of the target audience (four persons born in Mexico and four persons born in the Philippines) during two virtual (web-enabled, telephone) focus groups.

Participants for the pilot virtual focus group were recruited by a professional recruitment vendor experienced in recruiting individuals from diverse backgrounds.

B5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Only IQ Solutions, Inc. (contractor) will engage in the collection and analysis of data. No CDC project staff will engage in the collection and analysis of data.

Everly Macario, Sc.D., M.S., Ed.M., the moderator of all of the focus groups, will facilitate all of the focus group discussions and thus collect data during the discussions (through the use of Moderator's Guide, **Attachment 1a**).

Alejandra Brackett, M.P.H. and Rachael Picard, M.P.H. will serve as subject matter expert note-takers during the focus groups (1 note-taker per focus group). They will also analyze verbatim focus group transcript data using Atlas.ti. Atlas.ti is a qualitative data analysis software tool that allows for the location, coding, assembling and reassembling, annotation, and management of findings in primary data material and for the visualization of the often complex relationships between/across qualitative findings.