

Screener
HRSA DoT Concept Testing

Summary of recruiting specifications

- Mix of men and women (per session)
- Support organ donation: mix of registered organ donors and non-registered (per session)
- Mix of educational levels (per session)
- Have desktop or laptop computer with web camera
- Do not work in the field of market research or related to organ donation
- Have not been in a focus group in the past six months
- Demographic mix of groups varies, see chart below

DEMOGRAPHIC MIX OF GROUPS:

Group Type	Demographic Mix	# of Sessions
General Public	Limit one 50+ per group Limit three White per group (aim for a mix of ethnicities with other spots; include at least one Asian, Native Hawaiian/Other Pacific Islander, or American Indian/Alaska Native per group)	4
Adults aged 50+	Limit three White per group (aim for a mix of ethnicities with other spots)	2
Black or African American	All Black or African American	2
Spanish-dominant Latino	All Spanish-dominant Latino (screener to be administered in Spanish) Limit one 50+ per group	2

(RECRUIT 6 PER GROUP TO SEAT 4 TO 6)

1. Thank you for your interest in this project. We are recruiting people to attend an online focus group that will take place on [date] at [time]. All participants will be paid \$__ for their time. If you are eligible for the study, would you be interested in participating?

- A. Yes
- B. No (THANK AND END)

2. To begin, thinking about organ donation, do you strongly support, support, oppose, or strongly oppose organ donation?

- A. Strongly support
- B. Support
- C. Oppose (THANK AND END)
- D. Strongly Oppose (THANK AND END)

3. Are you a registered organ donor, either by registering on your driver's license, a donor card, or an organ donor registry?

- A. Yes
- B. No

Recruit a 50:50 mix (3 registered and 3 not registered per group).

4. The session will be conducted online. Which of the following do you have access to? Please select all that apply.

- A. A smartphone with a built-in camera
- B. A tablet with a built-in camera
- C. A desktop or laptop computer, with no camera
- D. A desktop or laptop computer, with a built-in or attached web camera
(REQUIRED)

If no desktop or laptop with a camera, THANK AND END.

5. Please think of a recent TV show, movie, or book you have enjoyed. What did you like about it? _____

[ARTICULATION SCREEN: If the participant gives an overly short or incoherent answer, THANK AND END. IF UNSURE, HOLD]

6. Now, I need to ask you for some basic information. Which category best describes your age?

- A. Under 21 (THANK AND END)
- B. 21–35
- C. 36–49
- D. 50–65
- E. 66 or older (THANK AND END)

Recruit a mix of ages.

7. What is the highest grade you have completed in school? [READ LIST IF NECESSARY]

- A. 8th grade or less
- B. Some high school (grades 9, 10, or 11)
- C. High school graduate or GED (High school equivalency)
- D. Some college/2-year college/technical school/associate degree
- E. College graduate (MAX 2-3 PER GROUP)
- F. Some graduate school/post-graduate degree (MAX 0-1 PER GROUP)

Recruit a mix of education levels, but limit college education+ to 3 per group.

8. We want to make sure we represent different ethnic and racial groups in our study. Would you describe yourself as (please select all that apply):

- A. White
- B. Black or African American
- C. Asian
- D. Native Hawaiian or Other Pacific Islander
- E. Hispanic or Latino/Latina
- F. American Indian or Alaskan Native

Requirements vary per group. See chart.

9. What is your gender? ASK OPEN: _____

- A. Male
- B. Female
- C. Transgender
- D. Something else

Aim for mix per group.

10. What is your present occupation? ASK OPEN: _____

- A. Related to organ donation (THANK AND END)
- B. Related to market research (THANK AND END)
- C. All others

11. Have you ever participated in a focus group or been paid to be part of a discussion group?

- A. Yes
- B. No (SKIP TO Q13)

12. How recently did you participate in this focus group or discussion group? ASK OPEN:

- A. Within the past six months (THANK AND END)
- B. More than six months ago

13. Thank you. We are conducting an informal group discussion on issues related to organ donation, and your views would be valuable in helping us better understand this issue. The discussion will take place on [date] at [time]. The discussion will last 90 minutes, and there will be no attempt to sell you anything or convince you to register as an organ donor. We are simply interested in your opinions. We will pay you \$___ as a way of thanking you for participating. Would you be interested in attending?

- A. No (THANK AND END)
- B. Yes

14. Great! We would like to send you a message to confirm your participation in this study, and we will also call you the day before to remind you. Can you please provide me with your ...?

NAME:

E-MAIL ADDRESS:

PHONE NO:

**** Double-check the spelling of the name and read back phone and e-mail to confirm ****

15. It is very important that you let us know right away if you will **not** be able to attend this discussion so that we may have time to find a replacement. Will you call us at [phone] if for some reason you cannot attend? [WAIT FOR AN ANSWER]

Thank you for your time and for agreeing to participate.