

**Non-Substantive Change Request**  
**HHS ASPA COVID-19 Public Education Campaign Market Research**  
**(OMB 0990-0476; expires 7/31/24)**

The Market Research emergency clearance package OMB approved in January 2021 covers a series of Foundational Focus Groups (FFGs) to examine the topics of preventative behaviors and vaccine knowledge, intent, attitudes, and barriers and motivators to vaccination. As noted within the original submission, the composition of audiences and content will change between iterations to accommodate the current state of COVID-19 and COVID-19 vaccination.

The number of focus groups and number of participants is unchanged—the study will conduct 18 focus groups comprised of 4-6 participants per group with a variety of audiences as summarized on the following pages. We propose to conduct focus groups with unvaccinated Black adults, Latino adults, and White adults who all fall into the movable middle (i.e., those who are hesitant to get a COVID-19 vaccine but indicate at least some likelihood of eventually getting it), as well as focus groups with vaccinated parents of unvaccinated 5-11-year-old children who fall into the movable middle regarding their child's vaccination. While vaccinated parents are more likely to vaccinate their children, many parents of young children remain hesitant with questions who may delay vaccination against COVID-19. Focus groups with unvaccinated adults will be further segmented by age (18-39 and 40+) as we anticipate differences in behaviors and attitudes toward COVID-19, vaccines, and perceived risks between younger and older adults. Black adults and Latino adults will be recruited to participate primarily from large- and medium-sized cities in higher affected regions to better understand what the underlying thought processes towards vaccines currently are in these areas and how we can effectively address concerns, barriers, and doubts.

Recruitment screeners are revised to reflect the updated target populations. The focus group discussion guides are also revised to include in-depth questions to better understand current attitudes of unvaccinated adults towards COVID-19 vaccines and how we can best communicate the benefits of vaccination to those who are disproportionately impacted by COVID-19. We also developed a focus group discussion guide for vaccinated parents of unvaccinated 5-11-year-old children.

Approval of these changes allows the program to conduct a study consistent with the current environment in order to secure actionable insights to inform the ongoing HHS ASPA COVID-19 Public Education Campaign.

## Screening Criteria

- **3 Focus Groups with younger Black adults**
  - Younger individuals who are part of the “movable middle” but have not been vaccinated yet
  - 2 groups with participants from large metropolitan areas in the Southeast
  - 1 group with participants from medium metropolitan areas in the Southeast
  - Mix of gender, political ideology, SES, etc.
- **2 Focus Groups with older Black adults**
  - Older individuals who are part of the “movable middle” but have not been vaccinated yet (recruit heavier on the older side of the age spectrum)
  - 1 group with participants from large metropolitan areas in the Southeast
  - 1 group with participants from medium metropolitan areas in the Southeast
  - Mix of gender, political ideology, SES, etc.
- **3 Focus Groups with younger Latino adults**
  - Younger individuals who are part of the “movable middle” but have not been vaccinated yet
  - 2 groups with participants from large metropolitan areas in the Southwest
  - 1 group with participants from medium metropolitan areas in the Southwest
  - Mix of gender, political ideology, SES, etc.
- **2 Focus Groups with older Latino adults**
  - Older individuals who are part of the “movable middle” but have not been vaccinated yet (recruit heavier on the older side of the age spectrum)
  - 1 group with participants from large metropolitan areas in the Southwest
  - 1 group with participants from medium metropolitan areas in the Southwest
  - Mix of gender, political ideology, SES, etc.
- **4 Focus Groups with White adults**
  - Individuals who are part of the “movable middle” but have not been vaccinated yet
  - All groups with those whose political ideology is conservative
    - 2 groups with participants from large metropolitan areas in the Midwest
    - 2 groups with participants from medium metropolitan areas in the Midwest
  - Mix of gender, age, etc.
- **4 Focus Groups with Parents of 5-11-year-olds**
  - Vaccinated parents who are part of the “movable middle” when it comes to their 5-11-year-old child and child has not yet been vaccinated
  - Mix of gender, age, race/ethnicity, location, SES, political ideology, etc.

## **Participant Locations**

### **Focus Groups with Black Adults**

- Large metropolitan areas:
  - Atlanta, GA (*South Atlantic*)
  - Charlotte, NC (*South Atlantic*)
  - Raleigh-Durham, NC (*South Atlantic*)
- Medium metropolitan areas:
  - Jacksonville, FL (*South Atlantic*)
  - Birmingham, AL (*East South Central*)
  - Memphis, TN (*East South Central*)

### **Focus Groups with Latino Adults**

- Large metropolitan areas:
  - Dallas, TX (*West South Central*)
  - Houston, TX (*West South Central*)
  - Phoenix, AZ (*Mountain*)
- Medium metropolitan areas:
  - Waco, TX (*West South Central*)
  - Oklahoma City, OK (*West South Central*)
  - Harlingen, TX (*West South Central*)
  - Tucson, AZ (*Mountain*)

### **Focus Groups with White Adults**

- Large metropolitan areas:
  - Indianapolis, IN (*East North Central*)
  - Cleveland, OH (*East North Central*)
- Medium metropolitan areas:
  - Springfield, MO (*West North Central*)
  - Lexington, KY (*East South Central*)
  - Green Bay, WI (*East North Central*)

### **Focus Groups with Parents of 5–11-Year-Old Children**

- Nationwide recruitment