

Attachment B
Focus Group Recruitment and Screening

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**Screener for Testing
 “Talk. They Hear You” PSA aimed at Parents/Caregivers with Children Under Age 21**

For these focus groups, recruitment will focus on securing 6–8 participants per group.

PARTICIPANTS SELECTION CRITERIA

- Be parents or caregivers of a child(ren) between the ages of 10 and 20
- Parents/caregivers live with their child(ren) at least part time
- Parents/caregivers with multiple children in the age group may qualify for one age group only
- Parents/caregivers must be at least 18 years old

Each focus group will look to feature a balanced mix of three segments (per recommended quotas listed below, table 1):

- Parents/caregivers with a child(ren) aged 10 to 13
- Parents/caregivers with a child(ren) aged 14 to 18
- Parents/caregivers with a child(ren) aged 19 to 20

Additionally, each focus group will look to feature a balanced mix of (see recommended quotas listed below, table 1):

- Males and females;
- Racial/ethnic groups;
- Geographic distribution (i.e., urban, suburban, rural, etc.); and
- Parent/caregiver ages.

EXCLUSION CRITERIA

- Individuals who do not have a child(ren) under age 21
- Individuals who only have a child(ren) younger than age 10 and older than age 20
- Individuals who have a child(ren) under age 21, but do not live with them at least part time/do not have contact with them
- Individuals who do not speak English

Recruitment Objectives

Recruitment will focus on securing 6–8 parents/caregivers of children aged 10–20 who are willing and available to participate in a FGD session of 100 minutes (about 1 hour and 40 minutes), preferably during evening hours. The overall recruitment strategy will also follow the recommended participant quota distribution approach outlined below to ensure greater diversity.

RECOMMENDED PARTICIPANT QUOTA DISTRIBUTION

	FGD #1	FGD #2	FGD #3	TOTAL
Gender				
Female	4	4	4	12
Male	4	4	4	12
Children's Age				
10-13	3	3	3	9
14-18	3	3	3	9
19-20	2	2	2	6
Racial/Ethnic Group				
American Indian, Alaska Native; Native Hawaiian other Pacific Islander	1	1	1	3
Asian	1	1	2	4
Black/African American	2	1	1	4
White	3	3	3	9
Hispanic/Latino	1	2	1	4
Talked about UAD with Children				
Yes	5	5	5	15
No	3	3	3	9

SCREENING QUESTIONNAIRE

Hello. My name is _____. I work at _____ (organization's name). We are interested in talking with parents and caregivers who live at least part time with their child(ren) ages 10 to 20. The purpose of these conversations is to get ideas for a TV public service announcement, also called PSA, about underage drinking and other drug/substance use prevention. As we are beginning the development of this product, we want your participation in reviewing a concept that has been created. We would like to hear from parents/caregivers about their opinions, suggestions, and concerns about the proposed concept, to make it more relevant and appealing for this target population.

1. Are you interested in participating in this focus group session?
 Yes No [if No, terminate: "Thank you very much for your time. Have a good day/evening, goodbye."]
2. Are you available to participate in a 100-minute focus group session during the week of: [January/February 2022 TBA - includes dates and time for each session.]
 Yes No [if No, thank and terminate "Based on your availability, we cannot include you this time. Thank you for your consideration and interest."]

Recruiter: "I am going to ask you some questions that will indicate whether you qualify to participate in this focus group."

3. Are you the mother/father or primary caregiver of a child(ren) between ages 10 and 20?
 Yes - Mother/Father [CONTINUE]
 Yes - Primary caregiver [CONTINUE]
 No - [if No, thank and terminate "Based on your response, we cannot include you this time. Thank you for your consideration and interest."]
4. What age is/are your child(ren)? [Recruiter: Do not read. Mark in the appropriate range.]
 10-13
 14-18
 19-20
[If a potential participant has multiple children, select a mother/father/primary caregiver only for one age group. Please refer to the recommended quota for each focus group.]
5. Are you of Hispanic, Latino, or Spanish origin?
 Yes - [CONTINUE]
 No - [CONTINUE]

6. What is your race? Select all that apply. *[Do not read, wait for the response.]*
- American Indian/Alaska Native
 - Asian
 - Black/African American
 - Native Hawaiian/Other Pacific Islander
 - White
7. Please select which option describes you best.
- I only speak English. *[CONTINUE]*
 - I am an English-dominant speaker. *[CONTINUE]*
 - I am a Spanish-dominant speaker. *[if No, thank and terminate “Based on your response, we cannot include you this time. Thank you for your consideration and interest.”]*
 - I am bilingual in English and Spanish. *[CONTINUE but check recommended quota for each focus group.]*
8. Gender: Female Male
[Attempt to recruit four females and four males per focus group.]
9. Age *[recruit a mix - wait for response]*
- 18–28 years old
 - 29–39 years old
 - 40–50 years old
 - 51–60 years old
 - 61+ years old
- [Record actual age _____]*
10. Have you talked with your child(ren) about underage drinking or other drug/substance use prevention?
- Yes
 - No
- [Attempt to recruit a mix of participants who have and who have not talked with their child(ren) about underage drinking or other drug/substance use prevention.]*

Recruiter: “Thank you for answering these questions. If you are selected as a focus group discussion participant, you will receive a call from me, and/or an e-mail to confirm your participation, and to be informed of the venue/platform, date, and time of the session. Could you please provide us with information about the best way to contact you?”

Name: _____

E-mail: _____ Phone/Mobile: _____