

OIDP Social Norming of Pediatric Vaccines Campaign Materials Testing – Focus Group Participant Outreach

March 17, 2022

The below language will be used in outreach to a national pool of potential focus group participants. Upon confirming interest, individuals will answer screening questions including those related to their geographical location, gender, clinical expertise and patient population (health care providers only), and vaccination status and age(s) of current children (parent/guardians only).

Parent/Guardian Outreach

Hello! We are looking for participants for a paid research study. This new and engaging study is looking for parents/guardians across the U.S. to participate in an online video focus group about health care decisions for your family. Those who fully qualify and participate will receive a \$95 stipend to thank you for the time and feedback as part of the 90-minute session. Each session will include a facilitator to guide the discussion and ask questions, with 8 other parents/guardians sharing their feedback along with you. To see if you qualify, go to [\[screening link\]](#).

Health Care Provider (HCP) Outreach

Hello! We are looking for health care professionals for a paid research study. This new and engaging study is looking for health care professionals across the U.S. to participate in an online video focus group about health care vaccination decisions among families you care for. Those who fully qualify and participate will receive a \$250 stipend to thank you for the time and feedback as part of the 90-minute session. Each session will include a facilitator to guide the discussion and ask questions, with 8 other health care professionals sharing their feedback along with you. To see if you qualify go to [\[screening link\]](#).