

ID # \_\_\_\_\_

**OWH Quantitative Survey: SCREENER FOR RECRUITERS**

**2022 Video Testing for PPD Campaign**

Hello, my name is \_\_\_\_\_ I am with \_\_\_\_\_, a marketing research firm.

On behalf of NORC at the University of Chicago, LTG Associates and the U.S Office on Women’s Health, we are recruiting women across the nation to share their feedback on messages and materials for a campaign being developed for new moms. The survey will be conducted online. We’d like to ask you some screening questions to see if you qualify to participate.

Everything you say is private. You can choose not to answer any question and you can stop the screener at any time. Your answers will be kept separate from your name and other identifying information. We assign a number to your answers instead of using your name.

1. How old are you? ..... \_\_\_\_\_ RECORD AGE

- |                 |                      |
|-----------------|----------------------|
| a. Less than 18 | 1 THANK & TERMINATE  |
| b. 18-44        | 2 CONTINUE           |
| c. 45 or Over   | 3 THANK & TERMINATE  |
| d. Refused      | 99 THANK & TERMINATE |

2. Have you given birth to a baby in the past year (12 months)?

- |   |                     |
|---|---------------------|
| a. Yes                                  | 1 CONTINUE          |
| b. No                                   | 2 THANK & TERMINATE |
| c. Not a live birth or baby is deceased | 3 THANK & TERMINATE |

[TERMINATION SCRIPT]: Thank you for your time today. Unfortunately, you are not eligible to participate in this survey. We appreciate your participation. If you have questions, you can contact [momshealth@norc.org](mailto:momshealth@norc.org). Thank you!

ID # \_\_\_\_\_

**IF ELIGIBLE:**

Thank you for answering my questions. We will be capturing feedback from moms like you to help create a special health campaign for new moms focusing on postpartum feelings. The survey will be conducted online and should take about 25 minutes to complete. Questions will ask you about your experience being a mom with your new baby and your feelings during this time. You will see some images and text and share your feelings about them.

The topics have the possibility to bring up sensitive emotional responses. If any uncomfortable feelings come up, you can take a break or leave at any time. We want everyone to participate in a way that makes them comfortable, and we want to know if anything we share might trigger difficult emotional responses.

Do you agree to participate in the online survey?

Yes 1

No 2 → THANK & TERMINATE

Do you have any questions for me at this time?

If you need help with any serious mental health or emotional concerns, or are concerned about your drug or alcohol use, call 911 in case of emergency. I also have some contact information for organizations that provide free and confidential help. Would you like for me to share that information with you at this time?

<b>If you need to talk to someone about:</b>	<b>Call or text:</b>
<ul style="list-style-type: none"><li>• <b>Feelings of depression, including</b></li><li>• <b>Sadness or crying most of the time</b></li><li>• <b>Feeling unconnected to your baby</b></li><li>• <b>Not being able to take care of yourself, including sleeping, eating, or bathing</b></li></ul>	<ul style="list-style-type: none"><li>• Postpartum Support International 1-800-944-4PPD (4773) and leave a message. A volunteer will call back as soon as possible</li></ul>
<ul style="list-style-type: none"><li>• <b>Getting help with a mental health condition</b></li><li>• <b>Getting help with drug or alcohol use</b></li></ul>	<ul style="list-style-type: none"><li>• Substance Abuse and Mental Health Services Administration's national helpline 1-800-662-HELP (4357)</li></ul>
<ul style="list-style-type: none"><li>• <b>Any type of crisis</b></li></ul>	<ul style="list-style-type: none"><li>• Text HOME to 741741 from anywhere in the USA</li></ul>
<ul style="list-style-type: none"><li>• <b>Thoughts of hurting or killing yourself</b></li><li>• <b>Thoughts of hurting your baby or anyone else</b></li></ul>	<ul style="list-style-type: none"><li>• National Suicide Prevention Lifeline 1-800-273-TALK (8255)</li><li>• 911</li></ul>

Should you have any other questions, you may contact the New Mom's Health and Wellness Team at [momshealth@norc.org](mailto:momshealth@norc.org) or 1-877-229-4783.