

## **TAB C: Recruitment and Sampling Method**

### **Recruitment Method**

- Invitation will be sent to all 158 CBO Award Recipients, active and inactive, to provide all CBO Awardees an opportunity to participate.
- Invitation will include brief synopsis of project, potential time frame for feedback sessions, and instructions for how to participate.
- Opportunity to participate will be advertised on monthly Office Hour event with accompanying next steps for how interested parties can participate.
- We will request the following information from interested parties to opt-in to participating in the focus groups. The voluntary offer for participation will be made verbally during Project Officer monthly monitoring calls, as well as offered as an optional Microsoft Form link. Awardees will be encouraged to share this link with award sub-recipients and staff who were involved in CBO Program activities but that we do not have direct communication with. Whether collected verbally or via the Microsoft Form link, this limited information will facilitate scheduling for focus groups:
  - Name
  - HRSA-assigned grant number for CBO Award
  - Email Address
  - Role on the CBO project (e.g., Project Director, Program Manager, Community Outreach Worker, etc.)

### **Sampling Method**

- All interested respondents will be grouped according to award recipient type (G32, U3S, U3U), geographic region, and populations of focus to create a balanced pool of participants for each focus group to ensure representative samples.
- Each focus group will have 5-10 participants.
- Random selection from those pools will be determined using Microsoft Excel's =RAND() function.

The HRSA CBO Evaluation Team will sample 5-10 participants for each of 10 focus groups. The focus groups will be categorized by theme and participant type: 1. Community Outreach Workers, 2. Project Directors, and 3. Specific populations of focus (these may include pediatric and adolescent and young adult populations, rural populations, immigrant, undocumented, and farmworker populations, faith-based intervention participants, and other at-risk populations).

The team will select participants from respondents who opted-in, supplementing their contact information with HRSA grant information on file to minimize respondent burden (e.g. using

existing CBO Program files and awarded applications).<sup>1</sup> Recipients that did not opt-in to participate will not be included in the sample.

To the extent possible, within each of the focus group themes, the team will diversify the sample by the following characteristics:

1. CBO Award Cohort:

Three rounds of funding were awarded during the CBO Program: CBO1 (U3S awards), CBO2 (G32 awards), and CBO3 (U3U awards). CBO1 and CBO3 Recipients were primarily larger organizations serving regions or multiple states, while CBO2 Recipients were primarily smaller, local community-based organizations.

2. Populations of Focus:

CBO Program Recipients serve specific geographic and racial/ethnic or defined sub-population groups, as defined in their application. The CBO Evaluation Team will prioritize focus group participation among Recipients who focused on underserved populations to capture feedback from those serving a diverse range of populations of focus.

3. Geographic diversity:

Centers from across the four major US census regions.<sup>2</sup> The team will capture perspectives from CBO Program Recipients across the nation.

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<sup>1</sup> Respondents are not meant to represent a statistically significant sample of any particular target population.

<sup>2</sup> <https://www2.census.gov/geo/pdfs/reference/GARM/Ch6GARM.pdf>