

Pretesting Outreach and Web Materials for Fish Consumption Advisories

Screeners

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Screener**Introduction:**

Hello, my name is _____. I am working with _____, a research organization. We are **not** selling anything. The Environmental Protection Agency or EPA, a federal government agency, has hired us to get feedback on images that are being developed about eating fish.

If you are interested in participating, we would ask you to participate in a group interview online. During the group discussion, we will look at the images and discuss them as a group. The purpose of the interviews is to gather feedback to improve the images before a lot of people see them. The interviews will take no more than 60 minutes and we will give you **\$85 Visa electronic gift card (e- Card)** as a token of our appreciation.

Before we go any further, I need to ask you a few questions to see if you are eligible to participate. May I ask you the questions now?

IF NO and INTERESTED, ASK TO RESCHEDULE FOR ANOTHER DATE AND TIME.

Date and time: _____

Questions:

1. In which State do you reside? _____
2. What gender do you Identify with? RECRUIT A MIX
 - a. Male
 - b. Female
 - c. Transgender Female/Transwoman/male-to-female transgender
 - d. Transgender Male/Transmale/female-to-male transgender
 - e. Genderqueer
 - f. Other
3. What is your age? **RECRUIT A MIX OF AGES**
 - a. _____ [Interviewer records age]

- b. Prefer not to answer.

[Must be age 18 years or older to participate. If prefer not to answer or under age 18, skip to Closing for ineligible participants]

4. Do you eat fish?

- a. Yes
- b. No
- c. Prefer not to answer

5. Do you ever catch fish to eat or share with others?

- a. Yes
- b. No
- c. Prefer not to answer

RECRUITER, PLEASE ADD A MIX OF RESPONSES from Question 6 and Question 7 PER GROUP

6. Do you ever buy or receive locally caught fish to eat?

- a. Yes
- b. No

7. Do you ever prepare (clean, gut, skin, or fillet) fish to eat?

- a. Yes
- b. No
- c. Prefer not to answer

[Must answer "Yes" to Q 5, 6, or 7 to be eligible. Otherwise, skip to Closing for ineligible participants]

8. What language do you speak? This would be the language that you use when talking with your family or friends. CHOOSE ALL THAT APPLY

- a. Armenian – RECRUITER ASK QUESTION 8
- b. Bengali
- c. Cambodian
- d. Farsi
- e. German
- f. Greek
- g. Gujarati
- h. Haitian Creole
- i. Hindi
- j. Hmong
- k. Italian
- l. Japanese
- m. Korean
- n. Laotian
- o. Polish
- p. Portuguese
- q. Punjabi
- r. Samoan
- s. Serbo-Croatian
- t. Tamil

- u. Telugu
 - v. Urdu
 - w. Other [specify] _____ [Interviewer records language]
 - x. Prefer not to answer
9. What Language are you most comfortable speaking in a group discussion? **(SEE LIST ABOVE)**
RECRUITER IF RESPONDENT IS BILINGUAL IN ENGLISH AND ANOTHER LANGUAGE, PLEASE
INVITE BASE ON AVAILABILITY AND TIME)
10. What is your ethnicity?
- a. Hispanic or Latino/a
 - b. Not Hispanic or Latino/a
 - c. Prefer not to answer
11. What is your marital status (READ THE LIST)? Recruit a mix: 50% married, 50% other
- a. Single
 - b. Single but living with someone
 - c. Married
 - d. Divorced
 - e. Separated
 - f. Widowed
12. What is your race? Select all that apply.
- a. White or Caucasian
 - b. Black or African American
 - c. Asian

- d. American Indian or Alaska Native
- e. Native Hawaiian or Other Pacific Islander
- f. Other [Specify] _____
- g. Prefer not to answer

13. What is the highest level of education that you have completed?

- a. Grade school
- b. Some high school
- c. High school graduate or completed GED
- d. Some college or technical school
- e. Four-year college degree or more
- f. Prefer not to answer

14. Which of the following categories best describes your total, annual household income?

- a. Under \$20,000 per year
- b. \$20,000-\$44,999 per year
- c. \$45,000-\$74,999 per year
- d. \$75,000 or more per year
- e. Prefer not to answer

15. Are you the parent, guardian or primary caretaker of a child under age 11?

- a. Yes
- b. No
- c. Prefer not to answer

[Question 16 and Question 17 for women only; Skip to Question 18 for male participants]

16. Are you currently pregnant?

- a. Yes [Skip to q18]
- b. No
- c. Don't know
- d. Prefer not to answer

17. Are you planning or hoping to get pregnant within the next year?

- a. Yes
- b. No
- c. Prefer not to answer

18. Finally, one question for fun. Please tell me two unusual ways someone might use a paperclip.
List the responses.

(THIS IS AN ARTICULATION QUESTION ONLY. PLEASE MAKE CERTAIN RESPONDENT SPEAKS FREELY AND IS EASY TO UNDERSTAND. FOR GENERAL MARKET GROUPS, TERMINATE IF ENGLISH IS POOR AND DIFFICULT TO UNDERSTAND.)

This interview will be held via a video online platform and neither your responses nor the interview will be made public and will be held in the strictest of confidence.

19. Having said that, how comfortable would you say you feel being part of a confidential group interview using a video online platform like ZOOM?

- a. Extremely comfortable
- b. Somewhat comfortable
- c. Comfortable
- d. Not comfortable – TERMINATE

- e. Not at all comfortable – TERMINATE

20. Do you currently own any of the following?

- a. Wireless cell phone with wireless access **(Prefer they use Computer, Tablet, or Laptop)**
- b. Desktop with internet access at home
- c. Laptop with internet access at home
- d. Tablet with internet access at home
- e. None of the above—TERMINATE

Invitation for Eligible Individuals:

Thank you so much for taking the time to answer these questions. I am happy to inform you that you do qualify for this study! We would like to invite you to join BY CLICKING ON THE LINK THAT WILL EMAILED TO YOU BY USING YOUR LAPTOP, DESKTOP, OR TABLET _____ on _____ **(DATE)** from _____ **(TIME)** for a group discussion that will last approximately 60 minutes. We would like to offer you an **\$85 e-gift card for your participation**. Are you interested in participating in the study online?

- ☐ Yes **[CONTINUE]**
- ☐ No **[TERMINATE]**

Have you used ZOOM before?

- ☐ Yes **[CONTINUE]**
- ☐ No **[Somebody from Ebony Marketing will contact you to conduct a Tech check]**

PLEASE READ THE FOLLOWING TO RESPONDENT:

Please login by clicking on the link above at least 10 minutes prior to the start time to ensure you don't experience any technical difficulties. If you wear reading glasses, please bring them to the group. We will call you the day before the interview as a reminder. Is this the best number to reach you (**DAY BEFORE SESSION**)? Is there a preferred time for us to call you?

ALTERNATIVE PHONE, IF NECESSARY: _____

PREFERRD TIME, IF APPLICABLE: _____

If you have any questions, or find that you can't attend, please call my supervisor right away at [PHONE NUMBER] so we can find a replacement to make sure we have enough people participating. We are counting on you to attend. Thanks for your time and for agreeing to participate.

If respondents say yes to question to invitation, please record data below:

Name: _____

Telephone: _____

Address: _____

Email: _____

Schedule Focus Group: _____

Date: _____

Closing for Ineligible Individuals:

Thank you for answering my questions. I'm sorry, you are not eligible to participate. The eligibility criteria were determined in advance by the study team. Thank you for being willing to help us.