

Formative Assessment of the Information Needs to Prevent Skin Cancer Among Spanish speaking Outdoor
Workers

Supporting Statement-Section B

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Section B- Data Collection Procedures

1. Respondent Universe and Sampling Methods

Convenience Sampling: Contractor will facilitate focus group sessions with Spanish speaking outdoor workers about sun exposure and skin cancer prevention. The contractor will recruit potential participants from pre-existing lists of eligible individuals whom are affiliates of the organization (Comunidades Unidas). No new personally identifiable information (PII) will be collected. In order to participate in the focus group, individuals recruited for the focus groups will need to be native Spanish speaking outdoor workers who meet the other study criteria (i.e., 18 years or older, affiliates of the organization).

The number of respondents who participate in each focus group session will not exceed seven (7) individuals. The contractor will make every effort to ensure that at least 5-7 individuals are available for each group. The contractor will determine whether the respondents meet the qualifications specified in the approved recruitment plan. The four focus groups (5-7 participants each) will consist of native Spanish speaking outdoor workers who meet the study criteria (i.e., 18 years or older, affiliates of the organization).

2. Procedures for Collection of Information

In-person focus groups will be conducted by the contractor at their own facility or office. Each focus group will consist up to 7 participants. All participants will be informed that participation in the focus group is completely voluntary and informed consent will be obtained from each individual prior to participation. Questions in the focus group guide ask participants to provide feedback on the following: (1) knowledge about skin cancer, (2) sun protection and skin cancer communication resources, (3) perceived importance and barriers to communication, (4) communication information and resources, and (5) communication tool review. The focus group questions will be open-ended with prompts.

3. Methods to Maximize Response Rates and Deal with No Response

The contractor representatives will meet with NIOSH researchers regarding the purpose of this data collection effort and general procedures for conducting the focus groups. This meeting will assist the contractor in responding to any concerns expressed by prospective participants, as well as clarifying the purpose and meaning of the questions that will be used for the focus groups. In addition, focus group participants will be provided remuneration of \$40 cash as an incentive to encourage participation.

4. Test of Procedures or Methods to be Undertaken

The guide for the focus groups was developed through extensive discussion with experts at CDC/NIOSH who have experience with focus groups and/or expertise in the subject matter. NIOSH experts were asked to review the guide and were asked which questions should be deleted and what potential questions might be added. Reviewer comments were gathered and addressed by the research team and a number of changes to the guide were incorporated into the final version. The final focus group guide was reviewed and approved by NIOSH experts and research staff prior to submission to OMB.

The contractor will conduct a qualitative analysis of the data from the focus group sessions and develop a summary of key findings for internal NIOSH use. The internal report will extract common themes that reflect the topics that stakeholders will likely find relevant to reducing sun exposure and skin cancer among Spanish speaking outdoor workers. No statistical analysis of the focus group data will be conducted.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

This information collection request does not employ statistical methods. The project team will consult with the contractor on the qualitative analysis, which will examine themes or major topics mentioned by focus group participants.

Consultation will be provided by the following individuals currently employed at CDC/NIOSH:

- Michael Flynn, MA; Social Scientist: 513-533-8568; dse4@cdc.gov
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