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GenIC Clearance for CDC/ATSDR
Formative Research and Tool Development

Youth Audience Message Testing of Substance Use Prevention Messages

Supporting Statement B

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1. **Respondent Universe and Sampling Methods**

The primary audience for this effort is youth ages 13–17. Respondents should read and write English. We will identify and recruit approximately 30 respondents through a recruitment and market research vendor that uses national panels of youth respondents to recruit a non-probability sample from relevant markets.

The sampling method is based on the most recent YRBSS data, which show that American Indian/Alaska Native, then multiracial school aged youth are most likely to have ever used drugs, followed by Hispanic and White youth, as shown in the table below. Additionally, we will sample by the psychographic characteristics of "novice" and "experienced" youth (based on exposure to people who use drugs). To segment novice and experienced, participants will respond to a question as to whether their friends use substances.

Respondents will first be screened by age to ensure they are 13–17 and can read and write English. To meet the target of 30 respondents, we will recruit 54 respondents to account for potential drop-offs and to improve the likelihood of meeting the identified targets by racial and ethnic groups and psychosocial characteristics of novice and experienced.

Respondent recruitment targets by racial/ethnic groups based on substance use disparities among youth.

Race/Ethnicity Group	Total	Novice	Experienced
Alaska Native/American Indian	3	1	2
Asian	2	1	1
Black	4	2	2
Hispanic	8	4	4
White	9	5	4
Multiracial or Middle Eastern/North African	4	2	2
	30	15	15

The purpose of this data collection effort is to:

1. Develop research protocols and implement data collection in a manner that is consistent with best research practices for individuals ages 13 to 17, including ethics and data privacy;

2. Collect rich feedback from youth ages 13 to 17 on the draft messages and campaign concepts; and

3. Identify and analyze trends and themes in the feedback about the messages and concepts to develop insights and recommendations that will inform the development of a youth-focused campaign.

2. **Procedures for the Collection of Information**

The screening process will take place over the phone. First, parents/guardians will be contacted and asked about their and their teen's interest in participating in the study. They will also provide demographic information. Recruiters will then speak with the youth and ask questions to determine their eligibility for the study.

Parents/guardians will review and sign a digital consent form to provide permission and consent to participate in the study on the youth's behalf. Youth respondents will receive a digital copy of an informed assent form. Youth participants will complete the assent form as documentation. Respondents will receive information regarding privacy and confidentiality along with a valid OMB number and contact information in case they have questions about their rights as a respondent. For those who qualify and agree to participate, data will be collected using a private, secure online platform provided by the recruitment and market research vendor where respondents will complete four data collection activities. Each activity will last 45 minutes, for a total of 180 minutes (3 hours). Respondents will have up to 2 weeks to complete the activities and submit their answers.

For each activity, respondents will be given a series of questions (i.e., tasks) to read and respond to, which will ask them to provide in-depth open-ended responses. Each online activity will contain approximately 20 to 24 tasks. The tasks will gather audience knowledge, attitudes, and beliefs (KABs), and perceptions of campaign messages and campaign concepts. Respondents will be notified of a deadline date and time for when an activity closes. The activities will be asynchronous, meaning that respondents can complete them at their own pace whenever it is most convenient for them (e.g., evenings, weekends), and they can take as much time as needed in the established 2-week timeframe. Respondents will receive multiple reminders about deadlines and tasks to complete on a regular basis (a few times a week and more frequently, including generally daily, within the last week of the final deadline). Data collection activities will include opportunities for respondents to submit their answers privately.

To protect the privacy of respondents, the vendor will retain only aggregate data and any other project-related documents on secure servers. Only project staff members will have access to the servers via password-protected computers. Findings will be reported in summary form and no respondents' personally identifiable information will be collected.

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

To maximize response rates, respondents will be required to leave a response for all tasks before they can move onto the next task. In our experience, this means that barring any technical issues, it is very rare for respondents to complete an activity or a project while leaving a significant number of tasks incomplete. If a response is lacking detail or otherwise insufficient (e.g., "IDK," "I don't like it," "It's fine," "Dumb"), then the moderator will leave a follow-up and ask for more information or encourage them to say more.

If respondents leave activities or the project incomplete, then the moderator will attempt to message respondents via the online community to encourage them to continue the project or to see whether there are any technical issues to help them resolve to encourage completion. Respondents will receive reminders of any upcoming deadlines and may even extend deadlines for them if needed. In rare cases, the moderator will email respondents directly or ask our recruitment partners to reach out to them to encourage their renewed engagement or see whether there are any issues. We consider the respondent an "incomplete respondent" if we receive no response.

The moderator can leave follow-up responses as "comments" directly to respondents' responses in the online platform. When a respondent leaves their response to a task, the moderator can leave a follow-up response (e.g., "thank you," asking for more information or clarification). This response will be private, so only the respondent who left the original comment (and any moderators/observers) can see it and respond. Respondents will also receive a notification that a follow-up comment has been left on one of their responses, and we will send reminders to respondents to check their comments for follow-ups. Reminders will remain visible in a task, along with activity, and there will be instructions asking respondents to review their work and ensure they are responding to any follow-ups a moderator might have asked.

4. Tests of Procedures or Methods to be Undertaken

CDC and contractor project staff will work with YPulse to test the online activities prior to launch to ensure proper logic and functionality.

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

The individuals collecting and/or analyzing data include:

Lead Investigator: Jasmine Kenney, MPH, Health Communication Specialist, CDC, NCPIC, DOP

Co-Investigators: Diakima Thomas Davis, PhD, Health Communication Specialist, CDC, NCPIC, DOP

Collaborators

Name	**Organizational Unit**
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