

Request for genIC Approval
CDC/ATSDR Formative Research and Tool Development

0920-1154

CIO: National Center for Emerging and Zoonotic Infectious Diseases (NCEZID)

PROJECT TITLE: Focus Groups with Consumers on Oropouche

PURPOSE AND USE OF COLLECTION:

CDC has a need communicate clearly with the public about Oropouche virus and its risk factors. Given the limited number of studies on the topic, little formative qualitative evaluation has been conducted to explore consumer awareness, perceptions, and information needs related to Oropouche, such as to what extent the information about Oropouche is clear and understandable; what questions audiences have about Oropouche; and what information audiences have found and need on the subject. The proposed data collection in this package fills an important gap in CDC knowledge about consumer answers to these questions. This data collection also includes an important message testing component to assess clarity and utility of message themes that CDC may use in communications about the subject. Insights will further help DVBD ensure it communicates about Oropouche using language and terminology that is clear, descriptive, informative and effective in motivating consumer preventive behaviors.

DESCRIPTION OF RESPONDENTS:

Health consumers (general public) who are pregnant (self-identified as pregnant) or are planning pregnancy within the next 12 months and are frequent travelers to countries at risk for Oropouche, including the Caribbean (Cuba and the Dominican Republic) or South American (Brazil, Bolivia, Colombia, or Peru).

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. Information gathered will not be used to substantially inform influential policy decisions.
5. The study is not intended to produce results that can be generalized beyond its scope.

Name: Allison Caughey

To assist review, please answer the following questions:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [X] Yes [] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [X] No

3. If Applicable, has a System or Records Notice been published? [] Yes [X] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [] No

Focus group and interview participants will receive a monetary incentive of \$75 for their participation. Such an incentive is a standard practice in the market research industry and helps to ensure efficient recruitment and ultimate participation among the qualified and scheduled participants. The incentive is also intended to offset the cost of personal or professional time taken to participate.

BURDEN HOURS

Category of Respondent	Form Name	No. of Respondents	Participation Time (minutes)	Burden in Hours
Focus Group Screener	Consumers (at-risk audiences)	240	5/60	20
Focus Group Discussion Guide	Consumers (at-risk audiences)	24	1.5	36
Totals		264	6.5	56

FEDERAL COST: The estimated annual cost to the Federal government is _\$32,409.44_

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? [X] Yes [] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Potential participants are drawn from a national panel of individuals who have opted in to participate in focus groups on various topics. The contractor KRC Research will direct a subcontracted panel provider to distribute an invitation to screen for the focus groups to members of its panel, starting with those individuals whose panel profiles suggest they are most likely to qualify (e.g., have known

travel habits). When an individual receives the invitation to screen, they will either complete a screening questionnaire online (Attachment 1) or via the phone in a call with a panel provider staff member. Individuals must pass the screening questionnaire without being disqualified based on their answers or due to quotas reached on certain characteristics.

A total of 24 consumers (for three focus groups) will be purposively selected from this pool of eligible participants. Within the parameters of each audience, participants will be selected to ensure a variety of demographic and other variables (e.g., age, community type, income, education, pregnancy status).

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

☒ Web-based or other forms of Social Media (online focus group)

☐ Telephone

☐ In-person

☐ Mail

☐ Other, Explain

2. Will interviewers or facilitators be used? ☒ Yes ☐ No

Please make sure all instruments, instructions, and scripts are submitted with the request.

Instructions for completing genIC Request for Approval for CDC/ATSDR Formative Research and Tool Development

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is requested.

PURPOSE and USE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Briefly describe the targeted group/groups for this collection.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.

Form: Provide the title of the information collection form.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group).

Burden in Minutes: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Estimate the annual cost to the Federal government for this collection.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.