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

0920-1154

CIO: National Center for Emerging and Zoonotic Infectious Diseases

PROJECT TITLE:

Public Health Communications Messages and Materials Testing Focused on Antimicrobial Resistance Among the U.S. General Population Pilot Data Collection Project

PURPOSE AND USE OF COLLECTION:

The purpose of this project is to inform the development of educational public health messages that will motivate adult members of the general population to engage in actions that have the potential to slow the spread and development of antimicrobial resistance.

Through staggered focus groups and in-depth interviews (IDIs) this data collection project will be conducted to gain a deeper understanding of people's experience and understanding of antimicrobial resistance. This initiative will also explore the content, tone, and style of future health communications regarding antimicrobial resistance to determine what would be most effective in reaching this general population audience.

DESCRIPTION OF RESPONDENTS:

Respondents will be individual adult members of the U.S. general population (gen pop) from defined geographic areas. Respondents will be recruited from the U.S. Recruitment excludes residents from the following states: Nebraska, Iowa, Tennessee, Alabama, Illinois, New York, and Louisiana.

There will be consideration for a mix of genders, education, geographic areas, and ethnicity. The five target gen pop audiences by age include: 1) Ages 21-30, 2) Ages 31-40, 3) Ages 41-50, 4) Ages 51-60, and 5) Ages 61-70.

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 <u>not</u> 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: ___Catherine Capers_____

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

Participants who complete either a focus group interview or a one-on-one interview will receive a token of appreciation for their participation based on OMB's guidance (OMB,2016) on factors that may justify provision of a token of appreciation. Focus group participants will receive $125 and one-on-one interview participants will receive $75, an amount commensurate with other market surveys (Halpern et al., 2004). Assistants who join a session to support a participant who is "visually impaired" or has "limited reading skills" will not receive an incentive. However, participants who decline to be recorded upon joining the virtual meeting will be politely thanked for their time and provided exit instructions. By exiting the study, the participant will forfeit their incentive. Participants will receive their incentives following completion of their focus group/IDI in the form of prepaid gift cards. Virtual focus groups have been found to have a higher dropout rate, thus presenting the need for a higher incentive (Rupert et al., 2017). The average incentive range for a non-expert accessible member of the public falls between USD $75-$150 (Gell, 2021).

Citations:

- Gell, T. (2021, June 28). How Much Does a Focus Group Cost? Drive Research. https://www.driveresearch.com/market-research-company-blog/how-much-does-a-focus-group-cost-focus-groups-syracuse-ny/

- Halpern, S. D., Karlawish, J. H., Casarett, D., Berlin, J. A., & Asch, D. A. (2004). Empirical assessment of whether moderate payments are undue or unjust inducements for participation in clinical trials. Archives of Internal Medicine, 164(7), 801-803.

- Office of Management and Budget. (2016). *Question and answers when designing surveys for information collections.* https://obamawhitehouse.archives.gov/sites/default/files/omb/inforeg/pmc_survey_guidance_2006.pdf

- Rupert, D. J., Poehlman, J. A., Hayes, J. J., Ray, S. E., & Moultrie, R. R. (2017). Virtual Versus In-Person Focus Groups: Comparison of Costs, Recruitment, and Participant Logistics. Journal of Medical Internet research, 19(3), e80. https://doi.org/10.2196/jmir.6980

BURDEN HOURS

Estimated Burden Hours

The total estimated annualized response burden hours are 306. Time estimates are based on the contractor's previous experience conducting qualitative data collections with adults. We anticipate screening 1,500 individuals to obtain the 45 respondents annually; screening will take approximately 10 minutes per individual to complete (250 annual burden hours). Those who screen in and consent to participate in the project will participate in a 60-minute virtual focus group (or 30-minute virtual IDI if needed to compensate for potential focus group dropouts or no shows). Because focus group participation lasts longer than an IDI, we calculated the estimated annualized burden based on the longer activity (e.g., 60-minute focus group).

Type of Respondent	Form Name	No. of Respondents	No. Responses per Respondent	Avg. Burden per response (in hrs.)*	Total Burden (in hrs.)
Individual	Screener	1500	1	10/60	250
Individual	Technology Pre-Check	45	1	15/60	11
Individuals Ages 21-70	Antimicrobial-Resistant Infection Formative Evaluation Interview Guide	45	1	1	45
Total					**306**

FEDERAL COST: The estimated annual cost to the Federal government is $5,450,316.50

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? [ ] Yes [X] 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?

The targeted respondents will be recruited through national panels that support market research.

Recruitment of respondents will use a purposive sampling approach with each participant carefully selected based on qualities and characteristics that reflect the age cohorts within the defined geographic areas. Recruitment includes consideration for a mix of genders, education, and ethnicity. Potential focus group participants will not be oversampled because individual in-depth interviews (IDIs) will be used to supplement any sampling shortages.

Recruitment will be conducted via a combination of email and telephone. First, potential participants will be emailed a screener (see Gen Pop Focus Group/In-Depth Interview Recruitment Screener). Next, those who qualify are called by telephone to verify their answers and to schedule them for a technology check and for a focus group and/or in-depth interview. Participants will be asked to consent electronically prior to participating in a focus group/IDI. They will receive a copy of the consent form.

Administration of the Instrument

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

   [ ] Web-based or other forms of Social Media

   [ ] Telephone

   [ ] In-person

   [ ] Mail

   [X] Other, Explain - The information will be collected through virtual focus groups/IDIs conducted via Zoom Video Communications, Inc.

2. Will interviewers or facilitators be used? [X] Yes [ ] No

   Facilitators will be used for the virtual focus groups and the virtual IDIs.

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.