GenIC Clearance for CDC/ATSDR
Formative Research and Tool Development

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

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Supporting Statement B

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The collection of data for this project does not involve statistical methods and the purpose of the collection is not to make statistical generalizations beyond the respondents included in the study.

1. Respondent Universe and Sampling Methods

Respondents

The intended audiences for this data collection are 45 adults from the U.S. general population, segmented by age: 1) Ages 21-30, 2) Ages 31-40, 3), Ages 41-50 4), Ages 51-60, and 5), Ages 61-70 (n=9 per audience segment). Respondents will be recruited from defined geographic areas in the U.S. excluding residents from the following states: Nebraska, Iowa, Tennessee, Alabama, Illinois, New York, and Louisiana.

Recruitment

CDC's contractor will enlist a market research vendor to recruit and manage participant screening. The vendor will recruit from their national proprietary database of individuals. Recruitment of respondents will use a nonprobability-based, purposive sampling approach with each participant carefully selected based on qualities and characteristics that reflect the age cohorts within the defined geographic areas. We anticipate screening 1500 individuals to obtain 45 individuals who will participate in a virtual 60-minute focus group or virtual 30-minute in-depth-interview (IDI). The vendor will attempt to recruit a mix of diverse participants based on gender, education, geographic location, 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 Attachment A. Recruitment Screener) to assess eligibility for participation. Those who qualify will be followed up by telephone to verify their answers. During the recruitment phase, the contractor will provide ongoing screening and recruitment updates to CDC and will make any necessary adjustments in the recruitment mix as needed.

Review of Informed Consent Form

Participants who are screened and deemed eligible will be provided with a Participant Information Sheet and Informed Consent Form (Attachments B & F) via email to review and sign electronically. For the electronic documents, only after participants have entered their full name and date of consent on the corresponding line and checked the box accompanying the response that they intend to participate, thereby providing their consent, will they be able to advance to the online and virtual technology pre-check. Participants will be able to download a PDF copy of the consent form for their records.

Technology Pre-Check

Focus group and IDI participants will be asked to complete a 15-minute technology pre-check through Zoom Video Communications, Inc., a web-hosting platform, at least one day prior to their focus group or IDI (see Attachment D. Technology Pre-check). Instructions for how to use Zoom will be provided

when participants are scheduled for their respective focus group/IDI. During the technology check, participants will be provided with instructions on when and how to access the virtual Zoom focus group/IDI. Participants will be issued a pseudonym and provided instructions on how to change their screen name. Procedures for the Collection of Information

Collection of Information

Data will be collected by the contractor through staggered virtual focus groups. Respondents for this project will be a maximum of 45 individuals (n=9 per audience segment). Up to two staggered focus groups per audience segment will be coordinated consisting of one group of up to 4 adults (n=4) and another group of up 5 adults (n=5) (n=9 per general population focus group audience; see Table 1). To compensate for potential focus group dropouts or no shows and ensure an n=9 per audience segment, the contractor will conduct virtual IDIs if needed to ensure reaching n=9. The focus group dropout contingency plan will not impact the sample sizes within each target population; however, the method of data collection would be transferred from focus group to virtual IDI. Method of data collection assignment based on needs and age will be determined following recruitment (Attachment A. Recruitment Screener). Focus groups will last 60-minutes and IDIs will last 30-minutes; both will be conducted in English only.

Table 1. Pre-recruitment overall participant distribution

Participant Category	Number of Focus Groups	N (min/max)	Method of Virtual Data Collection
Ages 21-30 general population	2 (n=4, n=5)	9	Focus Group, IDI
Ages 31-40 general population	2 (n=4, n=5)	9	Focus Group, IDI
Ages 41-50 general population	2 (n=4, n=5)	9	Focus Group, IDI
Ages 51-60 general population	2 (n=4, n=5)	9	Focus Group, IDI
Ages 61-70 general population	2 (n=4, n=5)	9	Focus Group, IDI
Total number of focus groups/participants	**10 groups**	**N=45**	**Focus Group, IDI**

Focus Group Procedures

Focus groups/IDIs will be conducted using Zoom, a secure video conferencing virtual platform. All focus group/IDI participants must have a computer, tablet, or smartphone with reliable internet access and webcam capabilities. For added security and anonymity, participants will be assigned a screen name during the technology check along with instructions for use. Upon opening the virtual focus group room, participants will be asked to turn their cameras on, as this provides the opportunity to observe participant body language and facial expressions, as well as to potentially promote more productive discussions. Participants who refuse to turn on their webcam and enable video will be politely thanked for their time and provided exit instructions. Once the moderator begins the discussion, participants will also be asked to turn their microphones on when speaking. Refusal to turn on microphones when speaking will follow the same procedure as webcam refusal. Both situations would result in forfeiture of the incentive, as expressed in the Recruitment Screener (Attachment A). Although open and honest discussion among

participants is desired, the moderator will reserve the right to mute participants' microphones if deemed necessary.

Additionally, participants will be encouraged to complete the interview in a private room to reduce the likelihood of others listening to the conversation. Focus groups/IDIs will be recorded/videoed, as indicated in the Informed Consent Form (see Attachment B: Participant Information Sheet and Informed Consent Form), but participants must also provide verbal confirmation of agreement to be recorded/videoed before the session commences. Trained moderators with experience leading qualitative projects on sensitive topics will lead each focus group/IDI. Each focus group will be moderated by one person, while a second person will take notes and an option for a third person to provide support with technical/logistical issues. If recording/video refusal or excessive dropouts occur, the moderator and supporting team members will still proceed with the focus group if n=1 participant remains.

Analysis and Reporting

The contractor will use iterative thematic analysis to identify key themes and subthemes captured in the data collected during focus groups/IDIs. The contractor will use both inductive and deductive coding to identify themes and organize the data captured from participants. Analyses will be conducted on aggregated data, and participants' information will not be appended to the data file used. The contractor will provide CDC with a final report summarizing the results of the focus groups/IDI. Quotes that may be used in the final report to illustrate a key point will not be attributable to a specific participant.

Methods to maximize Response Rates and Deal with No Response

Participants who complete either a focus group interview or a one-on-one interview will receive a token of appreciation for their time/participation based on OMB's guidance (OMB, 2016) on factors that may justify provision of a token of appreciation. Focus group participants will receive $125.00 and one-on-one interview participants will receive $75.00, 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 a token of appreciation. 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 token of appreciation. Participants will receive their incentives following completion of their focus group/IDI in the form of prepaid gift cards.

2. Tests of Procedures or Methods to be undertaken

No pretests other than the 15-minute technical pre-check are planned.

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

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Katy Capers, MA Health Communications Specialist Centers for Disease Control & Prevention	Penny McMillan-Hughes, MPH Public Health Scientist CATMEDIA

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