

**GenIC Clearance for CDC/ATSDR  
Formative Research and Tool Development**

**Formative Evaluation and Message Testing of  
Antimicrobial Resistance Among Sandwich  
Generation Consumers**

OMB Control No. 0920-1154

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**Supporting Statement B**

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The proposed data collection will only involve statistical methods to sample respondents for the survey. The sampling methods are detailed in Section 1. The qualitative data collection will not employ any statistical methods. For all methodologies, no statistical generalizations will be made beyond the particular respondents.

### **1. Respondent Universe and Sampling Methods**

#### **A. Respondent Universe**

Data collection involves one audience (sandwich generation consumers) and two data collection methods: a survey of 800 U.S. consumers and eight focus groups (four with college-educated adults and four with non-college-educated adults). All data collection will be completed by a contractor, KRC Research.

All participants for both the survey and focus groups will be members of the priority sandwich generation audience and as such will be required to meet the following criteria to participate:

- Full-time U.S. residents aged 40-59
- Guardian of a minor under age 18 or caretaker for a grown child aged 18 or older (including making health decisions on their behalf)
- Caregiver for parent(s) aged 65 or older (including being involved in health care and health decisions)

The survey will also include questions to collect the following demographic information in order to set loose quotas for overall representatives based on U.S. Census general population targets. The focus group screening questionnaire also asks about these to ensure a loose mix of demographic representation among groups:

- Gender
- Race and ethnicity
- U.S. region
- Educational attainment
- Household income

## **B. Recruitment**

For the survey, KRC will work with a recruitment panel provider to identify, screen, and invite qualified participants from their panel list, which is made up of individuals who have opted in to participate in studies like these.

To recruit for focus groups, KRC will also work with a recruitment panel provider to identify, screen, and invite qualified individuals from their panel lists.

For all focus group participants, the panel provider will send an invitation to screen for the groups to members of its panel, starting with those whose profiles suggest they are most likely to qualify. The recruitment can be conducted online or via a phone call with a panel staff recruiter. The beginning of screening will identify CDC as the sole sponsor and inform each individual that the purpose is to review and provide feedback on an important health-related topic. Individuals will not be told the specific topic; this is to discourage respondents from doing “homework” or educating themselves on the topic in advance of the conversation. The individual will read or hear a confidentiality message, which includes that participation is voluntary and that responses will be confidential: statements made will never associated with specific names or other personally identifiable information (PII) in confidential and reporting to CDC.

Individuals will then be asked if they are interested in participating in a focus group. If they are interested, they will answer KRC’s approved screener questions and confirm they can be at a laptop or desktop computer for the session. Individuals must complete and pass the screening questionnaire without being disqualified based on their answers or due to quotas limits. Once it is determined that a respondent qualifies, they will be asked whether they would like to participate in a focus group that will require up to 90 minutes and require them to be at a computer with internet access and a camera and microphone in a quiet place. In keeping with best practices for market research, participants will be offered a \$75 token of appreciation for their participation.

Once scheduled, KRC will send a confirmation message to the participants with logistical information, as well as the date and time of the group. Prior to the session, participants will be required to sign and date a consent form (Attachment 3) that outlines the details about the session, such as confidentiality and incentive. They will be sent the form electronically and required to sign it electronically within the panel provider’s system. KRC will keep copies of the consent form files until the end of the project, after which they will be destroyed.

A day or two prior to the session, participants will receive a reminder email and once again be given the opportunity to change their mind. At the start of each session, KRC will give a brief verbal reminder of the consent form details.

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

### Survey

Prior to recruitment, KRC will work with its panel partner to program the online survey (Attachment 1) and ensure it is thoroughly tested for accuracy. The survey includes necessary screening questions to ensure that participants meet the specific criteria of the study.

Individuals will be asked whether they would like to participate in a survey; the invitation will reference the survey format (accessible online) and survey length (time in minutes). After reviewing this information, participants will opt in and begin with screening questions to ensure they match the profile of the intended audience. Those who pass the screening questions will proceed to the content of the survey and will be counted as a complete once they finish all questions.

Only basic descriptive statistical analyses will be conducted with software for manipulation and tabulation of survey data to aid in interpretation of results. For example, mean or median scores may be calculated for response categories including Strongly Agree, Agree Somewhat, Disagree Somewhat, and Strongly Disagree.

### Focus Groups

After completing screening using the screening questionnaire (Attachment 2) and scheduling participants, eight focus groups will be conducted. Focus groups will last 90 minutes. Trained moderators from KRC will conduct all focus groups as well as oversee recruitment and screening (described in Section 1). The moderator will use a semi-structured discussion guide (Attachment 4) for all sessions. The questions in the guide explore the knowledge, attitudes, beliefs, and needs of the audiences related to antimicrobial resistance (AR) as well as their reaction to AR-related messages (Attachment 6).

With the consent of each participant, focus groups will be audio and video recorded to capture the content of the discussion. Recordings will be used to develop written transcriptions which will be used for analytic purposes in the development of a report. Field notes will be taken during the discussions to capture key quotes or expressions. No recordings or transcripts with personally identifiable information will be shared outside of the KRC Research and CDC team conducting and analyzing the discussions.

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

By design, all potential participants will be drawn from panels of individuals who have opted in to participate in activities like this one. The use of panel sampling helps to maximize the efficiency of recruiting, since all possible participants are familiar with the process and many will have been contacted before. Additionally, to maximize response, the screening portion of the survey (Attachment 1) and screening questionnaire (Attachment 2) have been intentionally designed to collect only the minimum amount of information needed to determine the qualifications and useful mix of participants, and quotas for several demographic variables are “loose,” meaning that there is no exact number of individuals who must be recruited with certain criteria. For example, recruiting a mix of geographic settings within each group rather than an exact number in rural, suburban, or urban settings. This reduces the number of individuals who will be screened.

For focus groups, it is sometimes the case that participants do not sign in on time for their discussion, either for unexpected personal reasons, forgetfulness, or other reasons. To minimize the instances of this occurring, respondents are given several days' advance notice of the group and are sent reminder emails the day before and day of the discussion. Should they still not appear, the moderating team at KRC Research has protocols in place so that the recruiting team can quickly email or call the participant to confirm availability or troubleshoot. Additionally, it is a common practice in market research to plan for one or two "no show" participants when planning focus groups and to tailor the conversation as needed to adjust for a slightly smaller group.

At the beginning of each data collection, participants will be reminded that their participation is voluntary, and they do not need to answer any question that they are not comfortable answering.

#### **4. Tests of Procedures or Methods to be Undertaken**

No pre-tests are planned for this project. However, the survey will be tested for accuracy and functionality prior to collecting data.

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

The following individuals are working under contract with NCEZID and have been consulted throughout the development and design of this data collection. These individuals will lead the data collection once the package is approved.

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