



**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

Print Date: 5/22/23

Title: Community Violence Messaging and Asset Development

Project Id: 0900f3eb820d26a7

Accession #: NCIPC-DVP-2/27/23-d26a7

Project Contact: Cassidy Whitson

Organization: NCIPC/DVP

Status: **Project In Progress**

Intended Use: **Project Determination**

Estimated Start Date: 02/28/2023

Estimated Completion Date: 08/20/2024

CDC/ATSDR HRPO/IRB Protocol #:

OMB Control #: 0920-1154

Determinations

Determination	Justification	Completed	Entered By & Role
HSC: Does NOT Require HRPO Review	Non-Exempt Human Subjects Research when CDC is not engaged <i>45 CFR 46.102(a) HHS/OHRP 2008 Engagement Guidance at III B(1-11)</i>	3/31/23	Duncan_Elizabeth (slz5) CIO HSC
PRA: PRA Applies		4/4/23	Angel_Karen C. (idy6) OMB / PRA

HRPO: Concur		4/19/23	Bass_Micah (zgi7) HRPO Reviewer
ICRO: PRA Applies	OMB Approval date: 3/3/23 OMB Expiration date: 3/31/26	4/4/23	Zirger_Jeffrey (wtj5) ICRO Reviewer

Description & Funding

Description

Priority: Standard

Date Needed: 11/01/2023

Determination Start Date: 02/27/23

Description:

The Centers for Disease Control and Prevention's (CDC) Division of Violence Prevention (DVP) has created a number of messages on community violence (CV) data and prevention. This is a newer area of communications work for DVP and in order to expand the existing messages that resonate with our key audiences and promote behavior change, CDC proposes to conduct formative research focused on CV primary prevention. This will inform the development of prevention messaging on CV. These messages will ultimately be added to (or may replace) the existing CV content on the DVP website to be shared with the public. CDC will work with contracted staff to complete an environmental scan and social listening, and use the findings to identify gaps in our understanding of the types of messages and trusted messengers for our priority audiences. Contractors will conduct a survey and focus group discussions with several audiences: general public (segmented based on environmental scan and social listening), CV workforce (e.g., violence interrupters, community health workers, or Department of Justice awardees), and community-based organizations. The intent of these activities is to explore audience comprehension, motivation, engagement, and trusted messengers to propose communication and dissemination strategies for those messages. Using information from the survey and focus groups, contractors will finalize the messages and develop a document describing potential communications assets (means of communication and dissemination). Survey and focus group data will also help CDC assess if the agency is providing appropriate information to the intended audiences. Information gathered will be used only internally for general service improvement and is not intended for release outside of the agency. Information gathered will not be used for the purpose of substantially informing influential policy decisions. Without these types of feedback, the Agency will not have timely information to adjust its services to meet the needs of the priority audiences.

IMS/CIO/Epi-Aid/Lab-Aid/Chemical Exposure Submission: No

IMS Activation Name: Not selected

Primary Priority of the Project: Not selected

Secondary Priority(s) of the Project: Not selected

Task Force Associated with the Response: Not selected

CIO Emergency Response Name: Not selected

Epi-Aid Name: Not selected

Lab-Aid Name:	Not selected
Assessment of Chemical Exposure Name:	Not selected
Goals/Purpose	This proposal seeks to conduct formative research to inform the development of prevention messaging about CV and related communications and dissemination strategies.
Objective:	We will use the information gathered from the environmental scan and social listening to: provide evidence-based practices and cutting-edge approaches toward communicating around CV primary prevention, with a focus on improving engagement and response; explore contexts in which this topic is discussed; characterize words, phrases, terms, and message frames used to discuss this topic; develop message types to be discussed in the focus groups. We will use the information gathered from the survey and focus groups to: assess perceptions and understanding of the messages and materials, as well as alternate phrasing; explore contexts in which messages and proposed materials are shared to help prevent or respond to CV; discuss dissemination and communication strategies associated with the messages and materials. Triangulated information from the environmental scan, social listening, survey, and focus groups will then be used to refine or revise the messages, propose related communication assets, and plan communication and dissemination strategies.
Does this project include interventions, services, or policy change work aimed at improving the health of groups who have been excluded or marginalized and /or decreasing disparities?:	No
Project does not incorporate elements of health equity science:	Not Selected
Measuring Disparities:	Not Selected
Studying Social Determinants of Health (SDOH):	Not Selected
Assessing Impact:	Not Selected
Methods to Improve Health Equity Research and Practice:	Not Selected
Other:	We will use the information gathered to explore communication strategies and develop prevention messages about CV to be incorporated into existing CDC resources. Information gathered will be used only internally for general service improvement and is not intended for release outside of the agency. Information gathered will not be used for the purpose of substantially informing influential policy decisions. Without these types of feedback, the Agency will not have timely information to adjust its services to meet customer needs.
Activities or Tasks:	New Collection of Information, Data, or Biospecimens ; Secondary Data or Specimen Analysis
Target Populations to be Included/Represented:	General US Population
Tags/Keywords:	Violence ; Communication ; community violence ; youth violence
CDC's Role:	Activity originated and designed by CDC staff, or conducted at the specific request of CDC, or CDC staff will approve study design and data collection as a condition of any funding provided ; CDC employees or agents will obtain or use anonymous or unlinked data or biological specimens ; CDC employees will provide substantial technical assistance or oversight
Method Categories:	Focus Group; Survey CDC has contracted with Banyan Communications. Banyan will conduct the environmental scan, and social listening using an

approach developed in collaboration with and agreed upon by CDC. Banyan will use these findings to identify gaps in our understanding of the types of messages and trusted messengers for our priority audiences. Banyan will propose questions for the survey and focus groups about how audiences (general public, CV workforce, and community-based organizations) interpret these messages; how, when, and where they would share these messages; what materials could support sharing of those messages; and how, when and where they should be disseminated. Banyan will survey up to 500 individuals, recruited using Optimal Workshop, a professional survey platform. Banyan will also convene up to nine focus groups with 6-8 participants in each focus group. Banyan will recruit focus group participants through a recruitment firm and DVP#s network of organizations and partners working in CV prevention, and will recruit up to 10 participants per focus group to account for attrition. Participants will be screened based on inclusion/exclusion criteria set by CDC and asked to provide informed consent prior to participating in the focus groups. Consent forms will include instructions for only using first names during interviews to protect confidentiality and privacy. Focus groups will be approximately 60 minutes in length. They will be conducted via Zoom at times convenient for participants and scheduled to allow participation from multiple time zones to ensure regional variation within the groups. The focus groups will be conducted by a skilled facilitator supported by a note-taker and focus group coordinator responsible for taking observational notes, managing the chat function on Zoom, and troubleshooting the technology. The note-taker will use a note-taking template based on the semi-structured discussion guide. The focus groups will also be audio-recorded.

Methods:

This project will utilize the OADC Formative Research Generic OMB package mechanism. Banyan will administer the online survey using the survey platform Optimal Workshop. Survey data will then be exported and de-identified before analysis. Banyan will analyze the survey data in Excel. Focus groups will be conducted and audio-recorded, then transcribed for analysis. The transcripts will not include personally identifiable information (PII), but instead use labels (e.g., participant A, participant B, participant C). Analysis for themes will be conducted using the qualitative data analysis software Atlas.ti. A sub-contractor will be responsible for transcribing interviews, and de-identified transcripts along with de-identified native audio files will be delivered to CDC staff.

Collection of Info, Data or Biospecimen:

We will use the information gathered to explore communication strategies and develop communication messages about CV prevention to be incorporated into existing CDC resources.

Expected Use of Findings/Results and their impact:

Could Individuals potentially be identified based on Information Collected? No

Funding

Funding Type	Funding Title	Funding #	Original Budget Yr	# Years Award	Budget Amount
CDC Contract	Firearm Messaging and Asset Development Contract?	0900f3eb81e89add?			

HSC Review

HSC Attributes

Other - Health message testing Yes

Regulation and Policy

Do you anticipate this project will be submitted to the IRB office No

Estimated number of study participants

Population - Children Protocol Page #:

Population - Minors Protocol Page #:

Population - Prisoners Protocol Page #:

Population - Pregnant Women Protocol Page #:

Population - Emancipated Minors Protocol Page #:

Suggested level of risk to subjects

Do you anticipate this project will be exempt research or non-exempt research

Requested consent process wavers

Informed consent for adults No Selection

Children capable of providing assent No Selection

Parental permission No Selection

Alteration of authorization under HIPPA Privacy Rule No Selection

Requested Waivers of Documentation of Informed Consent

Informed consent for adults No Selection

Children capable of providing assent No Selection

Parental permission No Selection

Consent process shown in an understandable language

Reading level has been estimated	No Selection
Comprehension tool is provided	No Selection
Short form is provided	No Selection
Translation planned or performed	No Selection
Certified translation / translator	No Selection
Translation and back-translation to/from target language(s)	No Selection
Other method	No Selection

Clinical Trial

Involves human participants	No Selection
Assigned to an intervention	No Selection
Evaluate the effect of the intervention	No Selection
Evaluation of a health related biomedical or behavioral outcome	No Selection
Registerable clinical trial	No Selection

Other Considerations

Exception is requested to PHS informing those bested about HIV serostatus	No Selection
Human genetic testing is planned now or in the future	No Selection
Involves long-term storage of identifiable biological specimens	No Selection
Involves a drug, biologic, or device	No Selection
Conducted under an Investigational New Drug exemption or Investigational Device Exemption	No Selection

Institutions & Staff

Institutions

Name	FWA #	FWA Exp Date	IRB Title	IRB Exp Date	Funding #
Banyan Communications	FWA00029147	01/07/25	Sterling Institutional Review Board IRB #1 - IRBs 3-7	08/10/24	0900f3eb81e89add?

Staff

Staff Member	SIQT Exp. Date	CITI Biomedical Exp. Date	CITI Social & Behavioral Exp. Date	CITI Good Clinical Practice Exp. Date	Staff Role	Email	Phone	Organization
Jennifer Dills	03/02/2024				Contract Officer Representative	win5@cdc.gov	770-488-4273	DIVISION OF VIOLENCE PREVENTION

Data

DMP

Proposed Data Collection Start Date: 2/28/23

Proposed Data Collection End Date: 8/20/24

Proposed Public Access Level: Non-Public

Non-Public Details:

Reason For Not Releasing Data: Other - A small number of respondents will be included in FGD and data is restricted to internal information gathering for formative research. Data not useful for public.

Public Access Justification: That data will be used to inform revisions of communications materials. Information will be limited to focus group respondents and survey respondents and will be de-identified. Communications materials will be revised following qualitative data analysis.

How Access Will Be Provided for Data: Data will not be released to the public.

Plans for Archival and Long Term Preservation: For the survey, de-identified exported Excel data will be saved and stored on the CDC share drive after data collection. For the focus groups, de-identified exported Atlas.ti data will be saved and stored on the CDC share drive after data collection. No PII will be included and the data will be used for the development of communication materials only.

Spatiality

Spatiality (Geographic Locations) yet to be added

Dataset

Dataset Title	Dataset Description	Data Publisher /Owner	Public Access Level	Public Access Justification	External Access URL	Download URL	Type of Data Released	Collection Start Date	Collection End Date
Dataset yet to be added...									

Supporting Info

Current	CDC Staff Member and Role	Date Added	Description	Supporting Info Type	Supporting Info
	Zirger_Jeffrey (wtj5) ICRO Reviewer	04/04/2023	NOA 0920-1154 (2023)	Notice of Action	NOA 0920-1154_2023.pdf
Current	Whitson_Cassidy (ott4) Project Contact	02/27/2023	Attached is a signed copy of the contract with Banyan Communications for this project	Statement of Work	copy of Banyan contract.pdf



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