

OPA Healthy Masculinity Focus Group Recruitment

Virtual Focus Groups

E-Mail Subject: Your Selection to Participate in DoD Office of People Analytics Focus Groups

To [Prospective Participant]:

I am writing to invite you to participate in an **upcoming focus group** on behalf of the Department of Defense (DoD) Office of People Analytics (OPA) and the DoD Sexual Assault Prevention and Response Office. This focus group will help support the development of a new DoD social marketing campaign. The purpose of this campaign is to reduce experiences of sexual assault and harassment in the military by encouraging positive actions and healthy behaviors and promoting key prevention strategies like bystander intervention among military men.

A third-party vendor and independent research company, Fors Marsh, will be conducting this research and facilitating focus groups.

Focus groups are voluntary and expected to take approximately 90 minutes to complete.

This is an opportunity to help OPA better understand the perspective of Service members like you. By lending your time to this study, you can help shape communication and campaign efforts that seek to improve the health and resilience of our DoD workforce.

- Focus groups will be conducted virtually using DoD CIO-approved Microsoft Teams or Zoom to ensure your security.
- All information collected during focus groups will be kept confidential by Fors Marsh and OPA. All themes and topics of discussion will be reported in the aggregate. Your individual views and opinions will not be reported back to the DoD or your command and your name will not be associated with anything you say.
- Focus group discussion will involve you and fellow Service members who agree to participate virtually. No one other than the study team or focus group participants may observe the groups.
- We will discuss social marketing campaign concepts and messages and gather your feedback regarding how these messages can potentially influence or promote healthy behaviors in support of bystander intervention which may lower rates of sexual assault and harassment.

If you are interested in participating in this research, please reply to me with your phone number and e-mail. Focus groups will be conducted between [month] and [month] 2024.

The OPA point of contact for this research effort is Dr. Jess Marcon Zabecki, who can be reached at Jessica.m.zabecki.mil@mail.mil. We appreciate your support in this effort.

Thank you for your consideration,

[Sender's Signature]