

OPA Healthy Masculinities Focus Groups

Round 1 In-Person Ranking Worksheet

OMB CONTROL NUMBER: 0704-0644

OMB EXPIRATION DATE: XX/XX/XXXX

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The public reporting burden for this collection of information, 0704-0644, is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or burden reduction suggestions to the Department of Defense, Washington Headquarters Services, at whs.mc-alex.esd.mbx.dd-dod-information-collections@mail.mil. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

1

What message concept was your favorite?

[open ended response]

2

Which message concept will stick with you the most?

[open ended response]

3

Which message concept would be most likely to change your peers' behavior?

[open ended response]

Rounds 2 & 3 Virtual Ranking Worksheet

Voxco Survey Programming Prompts

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1. What material was your favorite?

[open-ended response OR multiple-choice response]

- ☐ Material 1
- ☐ Material 2
- ☐ Material 3

Explain why this material was your favorite.

[open response]

2. What material will stick with you the most?

[open-ended response OR multiple-choice response]

- ☐ Material 1
- ☐ Material 2
- ☐ Material 3

Explain why this material will stick with you.

[open response]

3. Which material would be most likely to change your peers' behavior?

[open-ended response OR multiple-choice response]

- ☐ Material 1
- ☐ Material 2
- ☐ Material 3

Explain why this material is most likely to influence your peers' behavior.

[open response]