

APPENDIX B

General Public Focus Group Recruitment Screener

**GENERAL PUBLIC
FOCUS GROUP
RECRUITMENT SCREENER**

Hello. I'm calling on behalf of ORC Macro, a research and consulting firm in Atlanta. We are conducting a study for the Division of Sexually Transmitted Diseases Prevention at the Centers for Disease Control and Prevention (CDC), and you have been randomly selected from our database as a possible participant based on the zip code in which you live.

As part of this study, we are planning a 1½-hour discussion group with about 9 individuals and we would like for you to participate in it. The discussion will focus on communication issues relating to sexually transmitted diseases (STDs). We will discuss general health issues and the best ways to get information about STDs. We will not ask you questions about your own health status or personal health issues. [If asked, examples of STDs include: *chlamydia, gonorrhea, syphilis, human papilloma virus, pelvic inflammatory disease, hepatitis, HIV.*]

Every person who participates in the discussion will receive \$75.00 cash in appreciation of his/her time and willingness to talk with us. We will also serve a light meal prior to the discussion. Do you think you might be interested in participating?

Would you mind if I ask you a few questions in order to determine whether or not you can participate in the discussion group?

Note to Recruiter: Please continue through all questions before letting individuals know that they cannot be invited to participate at this time based on at least one of the responses they provided.

1. Are you between the ages of 25–45 years old?
 Yes
 No → *Thank person for his/her time and end conversation.*

2. Have you participated in a focus group within the last 6 months?
 Yes → *Thank person for his/her time and end conversation.*
 No

3. Do you work for the federal, state, or local health department?
 Yes → *Thank person for his/her time and end conversation.*
 No

4. Do you work in a health care setting?
 Yes → *Thank person for his/her time and end conversation.*
 No

5. Do you work for any organization promoting awareness of health issues including sexually transmitted diseases?
 Yes → *Thank person for his/her time and end conversation.*
 No

6. Do you work in the marketing or advertising industry?
 Yes → *Thank person for her time and end conversation.*
 No
7. Has anyone else in your household been recruited for this study?
 Yes → *Thank person for her time and end conversation.*
 No
8. Record gender
 Male → **Skip to Question 10.**
 Female
9. Are you pregnant?
 Yes → *Thank person for her time and end conversation.*
 No
10. How do you describe yourself?
 Black/African American
 Hispanic/Latino
 White/Caucasian
 American Indian or Alaska Native → *Thank person for his/her time and end conversation.*
 Asian → *Thank person for his/her time and end conversation.*
 Native Hawaiian or Other Pacific Islander → *Thank person for his/her time and end conversation.*
 Other _____ → *Thank person for his/her time and end conversation.*
11. What is your home zip code? _____
 Is on the list of zip codes from which to recruit.
 Is not on the list of zip codes from which to recruit. → *Thank person for his/her time and end conversation.*
12. Are you willing to participate in a discussion about health information and communication needs related to sexually transmitted diseases?
 Yes
 No → *Thank person for his/her time and end conversation.*

I'm glad that you will be able to join us!

The discussion group will last about an hour and a half. It will be held at **XX** located at **XX** in **XX**.

The group in which we would like you to participate is scheduled for:

- | | |
|--------------------------------------|----------------------------------|
| <input type="checkbox"/> XX Female 1 | Day, Date, Start Time – End Time |
| <input type="checkbox"/> XX Female 2 | Day, Date, Start Time – End Time |
| <input type="checkbox"/> XX Female 3 | Day, Date, Start Time – End Time |
| <input type="checkbox"/> XX Male 1 | Day, Date, Start Time – End Time |
| <input type="checkbox"/> XX Male 2 | Day, Date, Start Time – End Time |
| <input type="checkbox"/> XX Male 3 | Day, Date, Start Time – End Time |

Does this date and time work for you?

- Yes
 No → *Thank person for his/her time and end conversation.*

In addition to the \$75.00 you will receive for participating in the group, we will also be conducting an Early Bird Raffle. If you arrive for the group at least 15 minutes early (before the group is scheduled to begin), you will be entered into the raffle. The drawing will take place at the beginning of the group and the winner will receive an extra \$25.00, so we encourage you to get there as early as possible! Don't forget that we will serve you a light meal prior to the discussion.

We would also like to be able to send you directions and a reminder before the group. Can you please confirm your name, address, phone number, and e-mail?

Name: _____

Mailing Address: _____

Home Telephone: _____ Pager: _____

Work Telephone: _____ Cell Phone: _____

E-mail: _____

Also, please call if your plans change so that we may invite someone from the waiting list to attend instead.

Otherwise, we'll look forward to seeing you on **Day, Date, at Time.**