

**General Public Focus Group
HPV Awareness Message/Materials Testing
Recruitment Screener**

Hello, my name is _____. I'm calling on behalf of _____, a research firm in _____. We are conducting a study for a public health agency called CDC – the Centers for Disease Control and Prevention – to get people's ideas and opinions about materials that may be used in a health education program, to address the link between certain cancers and a sexually transmitted virus. We will be asking for your opinion on whether or not the information is easy to understand, if the format is something you might read if it were given to you, and if not, how we might improve it. I do want to assure you that no one will try to sell you anything.

Some of the people I speak with today will be asked to come to a one-time informal discussion to talk about this. In the discussion, we will not ask any personal health or behavior questions, and no conversations of this nature will be allowed. The group will take about an hour and a half. We will also serve *[a light meal/refreshments]* prior to the discussion.

Do you think you might be interested in participating?

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

To determine whether or not you can participate in the discussion group, would you mind if I ask you a few questions?

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- 1. Are you willing to participate a discussion about health information and communication issues related to a sexually transmitted disease?
 - 1 Yes → *Continue*
 - 2 No → *Thank and end*

 - 2. Are you between the ages of 18 -29 years old?
 - 1 Yes → *Continue*
 - 2 No → *Thank and end*

3. What is the highest grade you completed? **[DO NOT READ LIST]**
 - 1 Less than high school → *Continue*
 - 2 Some high school → *Continue*
 - 3 Completed high school → *Continue*
 - 4 Some college → *Continue (only 1 per group)*
 - 5 Completed college → *Continue (only 1 per group)*
 - 6 Graduate school or other post-college → *Thank and end*

4. Have you participated in a group research discussion, sometimes called a focus group, within the last 3 months? **(within 6 months, for more difficult-to-recruit audiences)**
 - 1 Yes → *Thank and end*
 - 2 No → *Continue*

5. Have you or your spouse ever worked for any of the following types of organizations?
 - 1 Federal, state or local health department → *Thank and end*
 - 2 Community health agency → *Thank and end*
 - 3 Private or non profit health care setting, such as a doctor's office, hospital, clinic, or drug/pharmaceutical company → *Thank and end*
 - 4 Any organization promoting awareness of health issues, including sexually transmitted diseases → *Thank and end*
 - 5 Marketing, advertising or public relations agency or department → *Thank and end*
 - 6 Media organization: radio or TV station, magazine or newspaper → *Thank and end*
 - 7 None of the above → *Continue*

6. Are you a student in any health care field?
 - 1 Yes → *Thank and end*
 - 2 No → *Continue*

7. Record respondent's gender. **[ASK IF UNCLEAR FROM VOICE]**
 - 1 Female
 - 2 Male

8. How do you describe your racial or ethnic background? **[DO NOT READ LIST]**
 - 1 Hispanic/Latino Assign to appropriate group
 - 2 Other: _____ → *Thank and end*

8a. In what country were you born? _____
(GET MIX; NEW YORK: PUERTO RICAN & OTHER; LOS ANGELES: MEXICAN OTHER, SOME CUBANS IN EACH CITY IF POSSIBLE.)

- 8b. **[FOR HISPANIC GROUPS ONLY]** How often do you speak your native language at home?
- 1 All the time → *Continue*
 - 2 Most of the time → *Continue*
 - 3 Rarely or not at all → *Thank and end*

8c. How well would you say you read your native language?

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- 1 Extremely well → *Continue*
- 2 Fairly well → *Continue*
- 3 Not well or not at all → *Thank and end*

8d. How well would you say you write in your native language?

- 1 Extremely well → *Continue*
- 2 Fairly well → *Continue*
- 3 Not well or not at all → *Thank and end*

8e. How many hours each week do you spend using native language media? This includes watching Spanish television, listening to Spanish radio, and reading Spanish newspapers and magazines.

Hispanics _____ hours (*must have at least 16 hrs to qualify*)

9. *For women only:* Are you currently pregnant?

- 1 Yes → *Thank and end*
- 2 No → *Continue*

10. Do you have any children? [*RECRUIT A MIX*]

- 1 Yes
- 2 No

11. Are you single (includes unmarried, separated, divorced), married or in a long-term relationship? [*RECRUIT A MIX*]

- 1 Single
- 2 Married/Long-term Relationship

[If respondent asks for definition of “long-term relationship,” answer that it’s how they would define the term for themselves.]

12. I am going to read a series of statements. Please say “yes” if the statement is true for you.

[PAUSE AFTER EACH STATEMENT FOR RESPONDENT’S ANSWER.]

- 1 I am currently sexually active.
- 2 I am not currently sexually active but have been in the past.
- 3 I am not currently sexually active but plan to be in the future.
- 4 I have never been sexually active and do not plan to be in the future. *Thank and end.*

[If respondent asks what “sexually active” means, read: “CDC defines this as “genital-to-genital contact during vaginal, anal or oral sex activities, with or without penetration.”]

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13. Stop me when I read the range that includes your total annual household income.

[RECRUIT A MIX]

[Tailor list to each city, as needed.]

# Persons Living in the Home	Income Level
1	Not to exceed \$18,620
2	Not to exceed \$24,980
3	Not to exceed \$31,340
4	Not to exceed \$37,700
5	Not to exceed \$44,060
6	Not to exceed \$50,420
7	Not to exceed \$56,780

What is your home zip code? _____

- 1 Is on the list of zip codes from which to recruit.
- 2 Is *not* on the list of zip codes from which to recruit. → ***Thank and end***

INVITATION

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

The project I am working on includes several small groups of up to 9 [women/men] like you who will meet just once for about an hour and a half to talk about some informational materials that CDC may use for a program addressing the link between certain cancers and a sexually transmitted virus.

You do not need any special skills to participate, although there will be a little bit of reading involved. You will be viewing and reacting to some words and images that may be used to raise awareness of this health issue (in things like pamphlets, posters, or magazine ads). Many people tell us that they really enjoy the groups and sometimes learn something new, and we hope that will be true for you.

In the group you will not be required to give any personal information – only your opinions and ideas about what you see in the group. Everyone else in your group will also be female/male (as appropriate.)

Everyone who participates will receive \$75.00 for attending and [a meal/refreshments – *specify according to which is true*] will be served. There will also be an early bird drawing for an extra \$25. The names of everyone who arrives at least 15 minutes early will be entered in a drawing for this extra money.

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We would like to invite you to be in a group that will take place on [date] at [time] at our office, located at _____. It's easy to get to.

Would you be available to participate?

- 1 Yes
- 2 No ***Thank and end call***

Great! Let me mention three additional things:

- 1) If you wear reading glasses, please be sure to bring them to the discussion, as there will be some reading involved;
- 2) Please be aware that we have a no-smoking policy; and
- 3) If you care for children, please do not bring them with you because we are unable to provide child-care at our facility.

If you have any questions or find that you can't attend, please call us right away at _____ so that we can find a replacement. Thank you for your time and for agreeing to participate in the discussion.

CONFIRMATION LETTER SHOULD REMIND PEOPLE:

- Bring reading glasses, as the group will involve reading some materials.
- A place is specially reserved for you, so it is very important to call if something comes up, so that someone else can be invited to take your place. However, you cannot send anyone else in your place.
- At the same time, please understand that it is possible that some people who are invited and arrive on time may not be retained for the study. If you are dismissed, you will be paid anyway if you arrived on time. Thank you for understanding that this cannot be determined in advance of the group start time.
- Pagers and cell phones cannot be permitted or answered during the group; they must be turned off prior to entering the discussion room.
- There will be a drawing of all names of people who arrive at least 15 minutes early to receive an extra \$25, in addition to the \$75 already mentioned. The drawing will take place at the beginning of the group, so we encourage you to get there as early as possible!
- No one, including your children, can sit in the room where the discussion is taking place, and there is no place for children to wait. If an adult wishes to wait for you in the waiting room, that is OK.

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The discussion group will last about an hour and a half. It will be held at _____ located at _____ in _____. Free parking is available at the facility.

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

- _____ **Day, Date, Start Time – End Time**
- _____ **Day, Date, Start Time – End Time**
- _____ **Day, Date, Start Time – End Time**
- _____ **Day, Date, Start Time – End Time**
- _____ **Day, Date, Start Time – End Time**
- _____ **Day, Date, Start Time – End Time**
- _____ **Day, Date, Start Time – End Time**
- _____ **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.*

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: _____

Telephone: _____ Pager: _____

E-mail: _____

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**. Thank you!