

INFORMED CONSENT

On behalf of the Centers for Disease Control and Prevention (CDC), Ogilvy Public Relations Worldwide (Ogilvy PR) is conducting focus groups to help understand how best to communicate with the general public about human papillomavirus (HPV) – a common sexually transmitted disease that can lead to cervical cancer and other genital cancers.

We are asking you to take part in a talk about this health issue. The focus group will take no more than two hours of your time. If you agree to take part in the group discussion, here are things you should know:

- Your participation in this group is totally voluntary. You can leave the group at any time, for any reason.
- You can choose *not* to answer any question, at any time.
- You will not be asked any questions about your own personal behavior or health issues.
- Your name and answers to these questions will be kept confidential.
- The meeting will be audio taped.
- Project staff from both CDC and Ogilvy PR will watch the discussion [behind a one-way mirror].
- Your input in this focus group should pose no risks to you.
- You will be asked about ways to learn about HPV.
- The benefit of your participation is that it will help CDC build better educational messages and materials about HPV.
- You will be given \$75.00 for your time.

Contact Information: If you have questions about this research, please contact Margo Gillman of Ogilvy PR at 202/721-9726.

Your signature below shows that you understand the above and agree to participate in this focus group discussion.

Please print your name _____

Please sign your name _____

Witness signature _____

Date _____

THANK YOU FOR YOUR PARTICIPATION