

Health Message Testing System Expedited Review Form

1. Title of Study: (Please append screener and questionnaire)

CDC Screen for Life Message Testing

2. Study Population: (Discuss study population and explain how they will be selected/recruited.)

The study population consists of adults aged 45 to 55 who have never been screened for or diagnosed with colorectal cancer. Recruitment vendor with a national panel of participants will recruit using Recruitment Language (Attachments 2a/2b) and determine eligibility using Screener (Attachments 3a/3b).

Respondent characteristics:

Number of subject: 350

Number of males: 175

Age range: 45-55

Number of females: 175

Racial/ethnic composition: Mix of race/ethnicity

Special group status: (e.g., risk group, health care providers)

Type of group(s): All participants are in an age group that is less likely to be screened for colorectal cancer

Geographic location(s): National sample

3. Incentives: (State what incentive will be offered and justify proposed incentives to be used in study.)

Following completion of informed consent (Attachments 4a/4b) and message testing questionnaire (Attachments 5a/5b), participants will receive remuneration via a \$10 electronic gift card or token provided by the market research facility. Given the brief length and relatively low burden of SFL message testing, \$10 remuneration is justifiable and consistent with amounts provided by similar efforts.

4. Study method: (Please check **one** below)

Central location intercept interview: ☐

Focus group: ☐

Online Interview: ☒

Individual in-depth interview (cognitive interview): ☐

Telephone interview: ☐ (CATI used: yes or no):

Other (describe):

5. Purpose of the overall communication effort into which this health message(s) will fit:

(Please provide 2-3 sentences below.)

The recommended age to start colorectal cancer (CRC) screening has been lowered from 50 to 45. As such, adults aged 45 - 55 are an important audience segment who may have limited knowledge of CRC screening or intent to be screened. This revised guidance underscores the urgent need for an evidence-based messaging strategy to help CDC reach priority populations, including adults newly eligible for CRC screening and/or those with heightened risk for CRC.

6. Category of time sensitivity: (Please check **one** below)Health emergency: ☐Time-limited audience access: ☐Press coverage correction: ☐Time-limited congressional/administrative mandate: ☐Trend Tracking ☐Ineffective existing materials due to historical event/social trends: ☒**7. Describe nature of time sensitivity:** (Please provide 2-3 sentences below.)

It is important that CDC Screen For Life reaches as quickly as possible these priority audiences and age segments with communications about the new recommended age of 45 to start CRC screening. Moreover, it is essential that the CDC's communications be tested with audiences to understand the strengths and weaknesses of the materials and maximize the effectiveness of future communications with priority audiences.

8. Number of burden hours requested:

105

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Recruitment language and screener respondent	700	0.05 hours	35 hours
Consent form and questionnaire respondent	350	0.2 hours	70 hours
Totals	1,050		105 hours

9. Are you using questions from the approved question bank?

Yes

If **yes**, please list the item number(s) for questions used from the question bank separated by a comma. (e.g., 1a, 3c, 130d)

1b, 33e, 71e, 68e, 32e, 4a, 13a, 46f, 19f

***** Items below to be completed by Office of Associate Director for Communication (OADC)*****

1. Number of burden hours remaining in current year's allocation: 623

2. OADC confirmation of time-sensitivity:

Yes: ☒No: ☐

Dawn B. Griffin

Project Officer

Print Form