

NBCA will be doing outreach via phone and email to recruit a small, diverse group of men and women (total: 7-9) to conduct message testing of the STC-STW™ draft PSA storyboard:

The following screener will be used when following up by phone with individuals who express interest in participating in message testing.

SCREENING INSTUMENT

FIRST NAME: _____ **LAST INITIAL:** ____ **GENDER:** _____
CITY/STATE: _____
PHONE: _____
EMAIL: _____

Thank you for contacting the National Blood Clot Alliance or NBCA about the message testing work we are doing. My name is (name), and I work with NBCA. We are preparing educational materials and looking for a small group of people to share their opinions about some of this work with us.

May I ask you a few quick questions as we proceed?

1. Do you or anyone in your family work for any of the following types of industries:

	NO	YES	
Market Research, Advertising, Media			[IF "YES" THANK, CONCLUDE CALL]
Medical Group, Health Plan or Health Insurance Company			[IF "YES" THANK, CONCLUDE CALL]
Healthcare in any capacity			[IF "YES" THANK, CONCLUDE CALL]

A. What is your occupation: _____

2. Which of the following best describes your responsibility for healthcare decisions in your household:

I am solely responsible for healthcare decisions	Continue
I share equally responsibility for healthcare decisions	Continue
Someone else is responsible for healthcare decisions	Thank & Conclude Call

3. I'm going to ask you a series of questions to help us determine if the message testing work we are doing is relevant to your interests. You can simply answer "Yes" or "No" as we move through this list of six short questions.

Are you between the age of 18 and 80?	(If no, thank and conclude call.)
Have you ever experienced a blood clot in your leg, arm, or lung, or do you have a clotting disorder?	Limit to no more than 1 men and 1 women for the group.
Do you know of any family members who have experienced a dangerous blood clot in their leg, arm, or lung?	Limit to no more than 2 men and 2 women for the group.
Do you own a television set, or do you watch television on a computer?	If no, thank and conclude call.

	Do you have access to a computer and the Internet?	If no, thank and conclude call. If yes, limit to no more than 4 men and 5 women (or vice versa) for the group.
	Do you use social media and, if so, which do you use?	Limit to no more than 4 men and 5 women (or vice versa) for the group.

MUST HAVE COMPUTER AND INTERNET ACCESS AND MUST BE (18-80); balance between males and females or 4 or 5 for each, not to exceed a total of 9 respondents.

4. Now, I'm just going to ask some very simple and general questions so we have some basic information about your background. Of the following, please tell me which most closely identifies your ethnicity:

	African American	Recruit a diverse sample
	Asian	
	Caucasian	
	Hispanic	
	Other	

5. Please tell me which of the following categories includes your age:

	Under 18	[THANK & Conclude Call]
	18 to 30	Approximately 1-2 each
	31 to 40	Approximately 3 each
	41 to 45	Approximately 3 each
	46 to 80+	Approximately 1-2 each

6. Are you:

	Single/Never Married	OBTAIN MIX
	Married	
	Divorced (living with or without Significant Other)	
	Living with Significant Other	
	Widowed	

7. Which category best describes your total household income:

	Under \$50k	approximately 3
	\$50k to \$75k	approximately 3
	\$75k to \$100k	approximately 1 or 2
	\$100k or more	approximately 1 or 2

8. What was the last grade of education you completed:

	Less than High School	THANK & TERMINATE
	High school Graduate	Recruit representative mix.
	Some College	
	College Graduate	

	Some Grad School
	Post Grad Graduate

UNSURE/TBD: We will be back in touch with you shortly to let you know if you have been determined to be a good candidate for this message testing. Our selection of candidates is based on a number of factors that ensure we have a diverse group of people to work with. Thank you for your time. I've enjoyed speaking with you. We'll be back in touch by email shortly.

EXTEND INVITATION: We would welcome the opportunity to have you participate in our message testing of a new public service announcement that we are creating. This message testing will involve a 20-minute telephone discussion. Is this something you can help us with?

OBTAIN CONTACT & SCHEDULING INFORMATION

Confirm telephone number to use for follow up discussion _____

Confirm email address to use for follow up discussion _____

Schedule Follow-Up Call:

Day____ **Date**____ **Time**____ **Time Zone**____

CONCLUDE CALL:

I will send you an email to confirm our telephone appointment. You'll need to be seated at your computer when I call you on (Date/Time), as I will be sending a link to online material we will share with you and to discuss while we are on our call.

If, for any reason at all, you are not able to make our scheduled appointment, you can simply let me know by sending me an email at (provide email address) or calling me at (phone number).

Thank you for your time today and I look forward to speaking with on (Date/time).

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