

**NBCA will distribute the following communication to help recruit women for its STC-STW/Pregnancy message testing:**

*Electronic Communication*

The National Blood Clot Alliance is conducting message testing of new educational materials it is developing, and is seeking the help of a small group of women to participate in a 30-minute telephone interview with a member of our staff. If you or a friend or family member are pregnant OR a woman between the ages of 18 and 45, and would like to be considered for this small but important research project, please send an email to [info@stoptheclot.org](mailto:info@stoptheclot.org) with your name and telephone number.

This communication will be distributed via:

- NBCA social media
- NBCA e-Newsletter (May and/or June issue, distributed the second week of the month) and/or separate e-blast
- NBCA partners, partner organizations (via email)

[The following screener will be used when following up by phone with individuals who contact NBCA by email to express interest in participating in message testing.]

**SCREENING INSTUMENT**

**FIRST NAME:** \_\_\_\_\_ **LAST INITIAL:** \_\_\_\_ **GENDER:** Females only  
**CITY/STATE:** \_\_\_\_\_  
**PHONE:** \_\_\_\_\_  
**EMAIL:** \_\_\_\_\_

Thank you for contacting the National Blood Clot Alliance or NBCA about the research 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 women 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 research work we are doing is relevant to your interests. You can simply answer "Yes" or "No" as we move through this list of eight short questions.**

	Are you between the age of 18 and 45?	(If no, thank and conclude call.)
	Are you pregnant?	Recruit 7-9 for Group A
	Have you ever been pregnant or given birth? -- Within the past year -- Within the past 5 years	Recruit 4-5 for Group B

	Do you plan on becoming pregnant -- Within the next year -- Within the next five years	Recruit 3-4 for Group B
	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 3 for each of two groups
	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 3 for each of two groups
	Do you have access to a computer and the Internet?	If no, thank and conclude call
	Do you use social media and, if so, which do you use?	

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**GROUP A: MUST HAVE COMPUTER AND INTERNET ACCESS AND MUST BE PREGNANT (18-45)**

**GROUP B: MUST HAVE COMPUTER AND INTERNET ACCESS AND HAVE BEEN PREGNANT OR GIVEN BIRTH OR PLANNING A PREGNANCY (18-45)**

**Group A:**

-- Include 7-9 who are currently pregnant

**Group B:**

-- Include 3 who have given birth within the past 1 to 5 years

-- Include 3 who are planning a pregnancy within 1 to 5 years

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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	Group 1 and 2: approximately 3-4 each
	31 to 40	Group 1 and 2: approximately 3-4 each
	41 to 45	Group 1 and 2: approximately 1-2 each
	46 to 79+	[THANK & Conclude Call]

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	<b>approximately 5 for both groups</b>
	\$50k to \$75k	<b>approximately 5 for both groups</b>
	\$75k to \$100k	<b>approximately 1 or 2 for both groups</b>
	\$100k or more	<b>approximately 1 or 2 for both groups</b>

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

	Less than High School	<b>THANK &amp; TERMINATE</b>
	High school Graduate	<b>Recruit representative mix.</b>
	Some College	
	College Graduate	
	Some Grad School	
	Post Grad Graduate	

**EXTEND INVITATION:** We would welcome the opportunity to have you participate in our research effort about materials we are creating that are focused on women's health, specifically pregnancy and childbirth. This research will involve a 20-minute telephone discussion, during which time we'll share some of our new educational materials with you to gain your reaction and input. 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 \_\_\_\_\_

Group A \_\_\_\_\_ Group B \_\_\_\_\_

**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 links to online materials 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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