

Guide for SMS - Communications Campaign Costing Module 1

March 19 2020

Project Overview

Data pulled on: 2024-12-26 22:07:50

Total number of observations: 211

All fields are counted among field types below even if they contain no data and/or are omitted from this report

text fields: 33

descriptive fields: 10

radio fields: 9

Identifier fields: 19

hcs01_lam10_poc_fname, hcs01_lam10_poc_lname, hcs01_lam10_poc_phone_1, hcs01_lam10_poc_phone1_ext, hcs01_lam10_poc_phone_2, hcs01_lam10_poc_phone2_ext, hcs01_lam28_poc_em, hcs08_module1_cep01, hcs08_module1_cep02, hcs08_module1_cep03, hcs08_module1_cep04, hcs08_module1_cep04a, hcs08_module1_cep05, hcs08_module1_q4_cep01, hcs08_module1_q4_cep02, hcs08_module1_q4_cep03, hcs08_module1_q4_cep04, hcs08_module1_q4_cep04a, hcs08_module1_q4_cep05

Omitted fields (all blank): 9

hcs01_lam10_poc_phone_1, hcs01_lam10_poc_phone1_na, hcs01_lam10_poc_phone1_ext, hcs01_lam10_poc_phone_2, hcs01_lam10_poc_phone2_na, hcs01_lam10_poc_phone2_ext, hcs01_lam10_poc_em_na, hcs08_id, hcs08_q4_id

Each field in this annotated codebook gets an entry structured like this:

Field label	Field name
Field type: (radio, text, etc)	
Observations with this field left blank: #	
Number of unique values: ##	
Branching logic: equation	

Choice value	Label	Frequency
value1	Choice 1 label	#
value2	Choice 2 label	#
value3	Choice 3 label	#

1. Instrument: landscape_data

Participant ID (text)	participant_id
Field type: text Observations with this value left blank: 0 Number of unique values: 21	

Version # (text)	hcs01_version
Field type: text Observations with this value left blank: 206 Number of unique values: 1	

Organization Name (text)	hcs01_lam10_org_name
Field type: text Observations with this value left blank: 190 Number of unique values: 8	

First Name (text)	hcs01_lam10_poc_fname
Identifier Field type: text Observations with this value left blank: 190 Number of unique values: 21	

Last Name (text)	hcs01_lam10_poc_lname
Identifier Field type: text Observations with this value left blank: 190 Number of unique values: 21	

Email (text)	hcs01_lam28_poc_em
Identifier Field type: text Observations with this value left blank: 195 Number of unique values: 16	

LAM05. Which state's HCS study are you entering data for? (radio) hcs01_lam05

Field type: radio
Observations with this value left blank: 206
Number of unique values: 1

Choice value	Label	Frequency
1	Kentucky	0
2	Massachusetts	0
3	New York	0
4	Ohio	5

LAM06. Which HCS community does this facility/asset serve? (radio) hcs01_lam06

Required
Field type: radio
Observations with this value left blank: 206
Number of unique values: 1

Choice value	Label	Frequency
1	Bourbon	0
2	Boyd	0
3	Boyle	0
4	Campbell	0
5	Carter	0
6	Clark	0
7	Fayette	0
8	Floyd	0
9	Franklin	0
10	Greenup	0
11	Jefferson	0
12	Jessamine	0
13	Kenton	0
14	Knox	0
15	Madison	0
16	Mason	0
17	North Adams	0
18	Brockton	0

Choice value	Label	Frequency
19	Plymouth	0
20	Gloucester	0
21	Lawrence	0
22	Salem	0
23	Holyoke	0
24	Springfield	0
25	Lowell	0
26	Pittsfield	0
27	Weymouth	0
28	Barnstable (Bourne/Sandwich)	0
29	Bristol (Berkeley/Dighton/Freetown)	0
30	Franklin (Greenfield/Montague/Athol/Orange)	0
31	Hampshire (Belchertown/Ware)	0
32	Middlesex (Shirley/Townsend)	0
33	Broome	0
34	Cayuga	0
35	Chautauqua	0
36	Columbia	0
37	Cortland	0
38	Erie	0
39	Genesee	0
40	Greene	0
41	Lewis	0
42	Monroe	0
43	Orange	0
44	Putnam	0
45	Suffolk	0
46	Sullivan	0
47	Ulster	0
48	Yates	0
49	Allen	0
50	Ashtabula	0
51	Athens	0
52	Brown	0
53	Cuyahoga	0

Choice value	Label	Frequency
54	Darke	0
55	Franklin	0
56	Greene	0
57	Guernsey	0
58	Hamilton	0
59	Huron	0
60	Jefferson	0
61	Lucas	0
62	Morrow	0
63	Ross	0
64	Scioto	0
65	Stark	0
66	Williams	0
67	Wyandot	0
4000000	Other	5

Which other HCS community? (text)

hcs01_lam06_other

Field type: text

Observations with this value left blank: 204

Number of unique values: 2

Branching logic: [hcs01_lam06] = '4000000'

2. Instrument: hcs08_module1

Version # (text)	hcs08_version
Field type: text Observations with this value left blank: 29 Number of unique values: 1	

Communications Campaign CostingModule 1: Time Associated with the Preparation, Planning and Implementation Phases for the Communication Campaigns - HCS DCC and Research Site StaffInstructions: Research staff will collect the following information once every month from all HCS DCC staff and HCS Research Site staff who have a dedicated role in preparing, planning and implementing the Communication Campaign for specific communities. These staff will be identified by the leads from the Communication Workgroup. The overall Communication Campaign includes two separate campaigns that start at different times. The first Communication Campaign focuses on increasing awareness and reducing stigma around treatment for opioid use disorder using medications and using naloxone to prevent fatal overdoses. The second Communication Campaign focuses on encouraging individuals with opioid use disorder to seek treatment, stay in treatment and plan for their recovery. Each of these two campaigns will have a preparation phase, planning phase and implementation phase. The preparation phase of either campaign ends when that campaign's Communication Campaign Tools are finalized and communities are engaged in the planning phase. The planning phase of each campaign ends when that campaign's implementation begins. Sometimes, the two campaigns may be occurring at the same time. In that case, simply report the total time spent in both campaigns in each phase (i.e., no need to break out the time by the individual campaigns).Data will be collected by phone or face to face the first time the instrument is administered to a respondent. Following this interview, respondents may choose to receive the survey via email or text linking them to the survey to be completed on their own. They may still interact with the data collector for clarification and support. The data collector may continue to follow-up with the respondent to remind them to complete the instrument.Note that communities who contract with vendors to conduct the communication campaign may have fewer respondents and less time spent supporting

hcs08_module1_cep_header

communication engagement. Contract costs will be collected in Modules 3 and 4. (descriptive)

Field type: descriptive
Observations with this value left blank: 0
Number of unique values: 0

CEP01. Respondent's HEALing Communities Study Site or DCC: (radio) **hcs08_module1_cep01**

Identifier & Required
Field type: radio
Observations with this value left blank: 29
Number of unique values: 1

Choice value	Label	Frequency
1	Kentucky	0
2	Massachusetts	0
3	New York	0
4	Ohio	182
5	DCC	0

CEP02. Research staff person name: (text) **hcs08_module1_cep02**

Identifier & Required
Field type: text
Observations with this value left blank: 29
Number of unique values: 3

CEP03. Research staff person role/Title at Research Site: (text) **hcs08_module1_cep03**

Identifier & Required
Field type: text
Observations with this value left blank: 29
Number of unique values: 6

CEP04. Research staff person contact email: (text) **hcs08_module1_cep04**

Identifier & Required
Field type: text
Observations with this value left blank: 29
Number of unique values: 2

CEP04a. Research staff person phone: (text)**hcs08_module1_cep04a**

Identifier & Required

Field type: text

Observations with this value left blank: 29

Number of unique values: 7

CEP05. What is the date? (text)**hcs08_module1_cep05**

Identifier & Required

Field type: text

Observations with this value left blank: 29

Number of unique values: 34

Consent to Participate in a Research Study

Sponsor / Study Title: The National Institute on Drug Abuse / "The HEALing Communities Study (HCS)" Principal Investigator: Rebecca Jackson, MD Telephone: (614) 293-4041 (614) 293-8000 (24 Hours) Address: The Ohio State University-Pomerene Hall 1760 Neil Avenue Suite 380 Columbus, OH 43210 KEY INFORMATION We are asking you to choose whether or not to volunteer for the HEALing Communities Study funded by the National Institute on Drug Abuse and conducted by four academic institutions: Boston Medical Center, Columbia University, University of Kentucky, and The Ohio State University. This study uses community engagement as a means to increase the use of evidence-based approaches with the goal of reducing opioid-related mortality by 40% over the course of the research study. As a member of a Community Advisory Board (CAB), Coalition Committee team member, key informant, individual working on the communication campaign or HCS staff member, you will be asked provide us with information about the cost of your time and travel to participate in meetings, as well as the time you spend on community engagement activities in general. The details below may help you to decide whether or not to participate. If you have questions, the contact information for the study investigator in charge of the study is provided above. PARTICIPATION We anticipate up to 2,010 people will participate in this research study. Participation in this survey should take 5-15 minutes to complete. You will be asked to answer some questions again in the future in order to capture additional costs. These future surveys will either be completed in-person, over the phone, or sent electronically through a secure email link.

hcs08_module1_cep_consent

Your participation is voluntary. You may refuse to participate at any time without penalty or loss of benefits to which you are otherwise entitled. Your decision will not affect your current employment status, future advancement, or your relationship with the HEALing Communities Study team.

COMPENSATION You will not receive any compensation for completing this survey.

BENEFITS & RISKS You will receive no direct benefits from participating in this research. However, your responses may help us learn more about opioid overdose deaths in your community and potential reduction strategies. There are no physical risks to participating in the study. There is a risk that someone could get access to the stored information. Despite the security measures and safeguards we will use, including not storing your name with your information, we cannot guarantee that your identity will never become known. There may be risks that at this time are unknown. As technology advances, there may be new ways of linking information back to you that we cannot foresee now. Having information collected from many people helps researchers identify trends and discover better ways to work with communities to reduce opioid overdoses. After we remove all identifiers, we would like to securely store, use, and share these data for future research without additional informed consent. There may be risks which are unforeseeable.

IF YOU DON'T WANT TO TAKE PART IN THE STUDY, ARE THERE OTHER CHOICES? There are no other choices except not to take part in the study.

WHAT WILL IT COST YOU TO PARTICIPATE? There is no cost to you for participating in this study.

CAN YOU CHOOSE TO WITHDRAW FROM THE STUDY EARLY? If you decide to take part in the study, you still have the right to decide at any time that you no longer want to continue. No one will think badly of you or treat you differently if you decide not to take part in this study. If you choose to leave the study early, data collected until that point will remain in the study database and may not be removed. The study investigator or sponsor can stop your participation at any time without your consent for the following reasons: If you fail to follow directions for participating in the study; If it is discovered that you do not meet the study requirements; If the study is canceled; or For administrative reasons. Any new important information that is discovered during the study that may influence your willingness to continue participation in the study will be communicated to you. If you are an employee, you are under no obligation to participate in this study. You may withdraw from the study at any time and for any reason, and neither your decision to participate in the study, nor any decision on your part to withdraw, will have any effect on your

performance appraisal or employment at your place of employment. **CONFIDENTIALITY** Your survey responses will be securely transmitted and stored on a secure server at the HCS Data Coordinating Center at RTI International in North Carolina. Your name and contact information will be linked to the cost information you provide, and this information will be stored in a password-protected database on a secure server with restricted access. We will not share your name and contact information with anyone outside of the research team. Your data will be combined with that of other participants and will only be reported in the aggregate. The study investigator, the sponsor or persons working on behalf of the sponsor, and under certain circumstances, the Institutional Review Board (IRB) will be able to inspect and copy confidential study-related records which identify you by name. **THIS STUDY IS COVERED BY A CERTIFICATE OF CONFIDENTIALITY** from the National Institutes of Health. The study investigators with this Certificate may not disclose or use information or documents that may identify you in any federal, state, or local civil, criminal, administrative, legislative, or other action, suit, or proceeding, or be used as evidence, for example, if there is a court subpoena, unless you have consented for this use. Information or documents protected by this Certificate cannot be disclosed to anyone else who is not connected with the study except, if there is a federal, state, or local law that requires disclosure (such as to report child abuse or neglect, harm to self or others, or communicable diseases), but not for federal, state, or local civil, criminal, administrative, legislative, or other proceedings; if you have consented to the disclosure; or if it is used for other scientific research, as allowed by federal regulations protecting research participants. The Certificate cannot be used to refuse a request for information from personnel of the United States federal or state government agency sponsoring the project that is needed for auditing or program evaluation by National Institute on Drug Abuse and the Substance Abuse and Mental Health Services Administration, which are funding this project. You should understand that a Certificate of Confidentiality does not prevent you from voluntarily releasing information about yourself or your involvement in this study. **WHOM TO CONTACT ABOUT THIS STUDY** During the study, if you have questions, concerns, or complaints about the study, please contact the Investigator at the telephone number listed on the first page of this consent document. An institutional review board (IRB) is an independent committee established to help protect the rights of research participants. If you have any questions about your rights as a research participant, and/or concerns

or complaints regarding this research study, contact: By mail: Study Participant Adviser Advarra IRB 6940 Columbia Gateway Drive, Suite 110 Columbia, MD 21046 or call toll free: 877-992-4724 or by email: adviser@advarra.com Please reference the following number when contacting the Study Participant Adviser: Pro00038088. A description of this clinical trial will be available on <http://www.ClinicalTrials.gov>, as required by U.S. Law. This Web site will not include information that can identify you. At most, the Web site will include a summary of the results. You can search this Web site at any time. CONSENT I have read and understand this informed consent information. I have had an opportunity to ask questions if needed, and all of my questions have been answered to my satisfaction. I voluntarily agree to participate in this study until I decide otherwise. I do not give up any of my legal rights by agreeing to this consent information. Once you have read this consent form, if you choose to participate and you are 18 years of age or older, click on I agree to begin the survey. You may print this page for your records. (descriptive)

Field type: descriptive
 Observations with this value left blank: 0
 Number of unique values: 0
 Branching logic: [hcs08_module1_cep01] = '1' or [hcs08_module1_cep01] = '2' or [hcs08_module1_cep01] = '3' or [hcs08_module1_cep01] = '4' or [hcs08_module1_cep01] = '5'

(radio)

hcs08_module1_cep_icfans

Required
 Field type: radio
 Observations with this value left blank: 29
 Number of unique values: 1

Choice value	Label	Frequency
1	I agree to participate	182
0	I do not agree to participate	0

CEP09. We are interested in knowing more about how much time you spent in the last calendar month in each of the 3 phases of the communication campaign. Let's start with the time you spent preparing for the HEALing Communities Study communication campaigns. Preparation activities include: Conducting key informant interviews (e.g., with local media gatekeepers

hcs08_module1_cep09

such as editors, reporters or similar people employed at media outlets, bloggers and social media personalities) Focus groups Identifying a vendor and finalizing a contract with them Developing a campaign guidebook and message maps Developing a distribution plan for first communication campaign (descriptive)

Field type: descriptive
Observations with this value left blank: 0
Number of unique values: 0
Branching logic: [hcs08_module1_cep_icfans] = '1'

CEP10. In the past calendar month, how many hours did you spend in a typical week on preparing for the communication campaign? (text) hcs08_module1_cep10

Required
Field type: text
Observations with this value left blank: 29
Number of unique values: 13
Branching logic: [hcs08_module1_cep_icfans] = '1'

CEP11. We are interested in knowing more about how much time you spent in the last calendar month planning for the HEALing Communities Study communication campaign. Planning activities include: Presenting and discussing the HEALing Communities Study communication campaign guidebook and maps with your community coalition Selecting priority groups to target Selecting and tailoring campaign and message templates Conducting concept and/or message tests among priority groups (conducting focus groups) Producing the campaign plan with metrics, timelines and responsibilities Managing vendor and related contract, reviewing their deliverables (descriptive) hcs08_module1_cep11

Field type: descriptive
Observations with this value left blank: 0
Number of unique values: 0
Branching logic: [hcs08_module1_cep_icfans] = '1'

CEP12. In the past calendar month, how many hours did you spend in a typical week on planning the communication campaign? (text) hcs08_module1_cep12

Required
Field type: text
Observations with this value left blank: 29
Number of unique values: 16

Branching logic: [hcs08_module1_cep_icfans] = '1'

CEP13. We are interested in knowing more about how much time you spent in the last calendar month implementing the HEALing Communities Study communication campaigns. Implementation activities include: Final messages selected by coalitions disseminated through distribution channels identified by coalitions Coordinating release of first messages with "kickoff" event in the communities Managing vendor and related contract (descriptive)

hcs08_module1_cep13

Field type: descriptive

Observations with this value left blank: 0

Number of unique values: 0

Branching logic: [hcs08_module1_cep_icfans] = '1'

CEP14. In the past calendar month, how many hours did you spend in a typical week on implementing the communication campaign? (text)

hcs08_module1_cep14

Required

Field type: text

Observations with this value left blank: 29

Number of unique values: 16

Branching logic: [hcs08_module1_cep_icfans] = '1'

CEP15. Please describe any additional detail we should know about how you spent your time. (text)

hcs08_module1_cep15

Required

Field type: text

Observations with this value left blank: 32

Number of unique values: 3

Branching logic: [hcs08_module1_cep_icfans] = '1'

3. Instrument: hcs08_module1_q4

Version # (text)

hcs08_q4_version

Field type: text

Observations with this value left blank: 203

Number of unique values: 1

Communications Campaign CostingModule 1: Time Associated with the Preparation, Planning and Implementation Phases for the Communication Campaigns - HCS DCC and Research Site StaffInstructions: Research staff will collect the following information once every quarter from all HCS DCC staff and HCS Research Site staff who have a dedicated role in preparing, planning and implementing the Communication Campaign for specific communities. These staff will be identified by the leads from the Communication Workgroup. The overall Communication Campaign includes two separate campaigns that start at different times. The first Communication Campaign focuses on increasing awareness and reducing stigma around treatment for opioid use disorder using medications and using naloxone to prevent fatal overdoses. The second Communication Campaign focuses on encouraging individuals with opioid use disorder to seek treatment, stay in treatment and plan for their recovery. Each of these two campaigns will have a preparation phase, planning phase and implementation phase. The preparation phase of either campaign ends when that campaign's Communication Campaign Tools are finalized and communities are engaged in the planning phase. The planning phase of each campaign ends when that campaign's implementation begins. Sometimes, the two campaigns may be occurring at the same time. In that case, simply report the total time spent in both campaigns in each phase (i.e., no need to break out the time by the individual campaigns).Data will be collected by phone or face to face the first time the instrument is administered to a respondent. Following this interview, respondents may choose to receive the survey via email or text linking them to the survey to be completed on their own. They may still interact with the data collector for clarification and support. The data collector may continue to follow-up with the respondent to remind them to complete the instrument.Note that communities who contract with vendors to conduct the communication campaign may have fewer respondents and less time spent supporting

hcs08_module1_q4_cep_header

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Field type: descriptive
Observations with this value left blank: 0
Number of unique values: 0

CEP01. Respondent's HEALing Communities Study Site or DCC: (radio)

hcs08_module1_q4_cep01

Identifier & Required
Field type: radio
Observations with this value left blank: 203
Number of unique values: 1

Choice value	Label	Frequency
1	Kentucky	0
2	Massachusetts	0
3	New York	0
4	Ohio	8
5	DCC	0

CEP02. Research staff person name: (text)

hcs08_module1_q4_cep02

Identifier & Required
Field type: text
Observations with this value left blank: 203
Number of unique values: 2

CEP03. Research staff person role/Title at Research Site: (text)

hcs08_module1_q4_cep03

Identifier & Required
Field type: text
Observations with this value left blank: 203
Number of unique values: 2

CEP04. Research staff person contact email: (text)

hcs08_module1_q4_cep04

Identifier & Required
Field type: text
Observations with this value left blank: 203
Number of unique values: 1

CEP04a. Research staff person phone: (text)

hcs08_module1_q4_cep04a

Identifier & Required

Field type: text

Observations with this value left blank: 203

Number of unique values: 1

CEP05. What is the date? (text)

hcs08_module1_q4_cep05

Identifier & Required

Field type: text

Observations with this value left blank: 203

Number of unique values: 3

Consent to Participate in a Research Study

Sponsor / Study Title: The National Institute on Drug Abuse / "The HEALing Communities Study (HCS)" Principal Investigator: Rebecca Jackson, MD Telephone: (614) 293-4041 (614) 293-8000 (24 Hours) Address: The Ohio State University-Pomerene Hall 1760 Neil Avenue Suite 380 Columbus, OH 43210 KEY INFORMATION We are asking you to choose whether or not to volunteer for the HEALing Communities Study funded by the National Institute on Drug Abuse and conducted by four academic institutions: Boston Medical Center, Columbia University, University of Kentucky, and The Ohio State University. This study uses community engagement as a means to increase the use of evidence-based approaches with the goal of reducing opioid-related mortality by 40% over the course of the research study. As a member of a Community Advisory Board (CAB), Coalition Committee team member, key informant, individual working on the communication campaign or HCS staff member, you will be asked provide us with information about the cost of your time and travel to participate in meetings, as well as the time you spend on community engagement activities in general. The details below may help you to decide whether or not to participate. If you have questions, the contact information for the study investigator in charge of the study is provided above. PARTICIPATION We anticipate up to 2,010 people will participate in this research study. Participation in this survey should take 5-15 minutes to complete. You will be asked to answer some questions again in the future in order to capture additional costs. These future surveys will either be completed in-person, over the phone, or sent electronically through a secure email link.

hcs08_module1_q4_cep_consent

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COMPENSATION You will not receive any compensation for completing this survey.

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performance appraisal or employment at your place of employment. **CONFIDENTIALITY** Your survey responses will be securely transmitted and stored on a secure server at the HCS Data Coordinating Center at RTI International in North Carolina. Your name and contact information will be linked to the cost information you provide, and this information will be stored in a password-protected database on a secure server with restricted access. We will not share your name and contact information with anyone outside of the research team. Your data will be combined with that of other participants and will only be reported in the aggregate. The study investigator, the sponsor or persons working on behalf of the sponsor, and under certain circumstances, the Institutional Review Board (IRB) will be able to inspect and copy confidential study-related records which identify you by name. **THIS STUDY IS COVERED BY A CERTIFICATE OF CONFIDENTIALITY** from the National Institutes of Health. The study investigators with this Certificate may not disclose or use information or documents that may identify you in any federal, state, or local civil, criminal, administrative, legislative, or other action, suit, or proceeding, or be used as evidence, for example, if there is a court subpoena, unless you have consented for this use. Information or documents protected by this Certificate cannot be disclosed to anyone else who is not connected with the study except, if there is a federal, state, or local law that requires disclosure (such as to report child abuse or neglect, harm to self or others, or communicable diseases), but not for federal, state, or local civil, criminal, administrative, legislative, or other proceedings; if you have consented to the disclosure; or if it is used for other scientific research, as allowed by federal regulations protecting research participants. The Certificate cannot be used to refuse a request for information from personnel of the United States federal or state government agency sponsoring the project that is needed for auditing or program evaluation by National Institute on Drug Abuse and the Substance Abuse and Mental Health Services Administration, which are funding this project. You should understand that a Certificate of Confidentiality does not prevent you from voluntarily releasing information about yourself or your involvement in this study. **WHOM TO CONTACT ABOUT THIS STUDY** During the study, if you have questions, concerns, or complaints about the study, please contact the Investigator at the telephone number listed on the first page of this consent document. An institutional review board (IRB) is an independent committee established to help protect the rights of research participants. If you have any questions about your rights as a research participant, and/or concerns

or complaints regarding this research study, contact: By mail: Study Participant Adviser Advarra IRB 6940 Columbia Gateway Drive, Suite 110 Columbia, MD 21046 or call toll free: 877-992-4724 or by email: adviser@advarra.com Please reference the following number when contacting the Study Participant Adviser: Pro00038088. A description of this clinical trial will be available on <http://www.ClinicalTrials.gov>, as required by U.S. Law. This Web site will not include information that can identify you. At most, the Web site will include a summary of the results. You can search this Web site at any time. CONSENT I have read and understand this informed consent information. I have had an opportunity to ask questions if needed, and all of my questions have been answered to my satisfaction. I voluntarily agree to participate in this study until I decide otherwise. I do not give up any of my legal rights by agreeing to this consent information. Once you have read this consent form, if you choose to participate and you are 18 years of age or older, click on I agree to begin the survey. You may print this page for your records. (descriptive)

Field type: descriptive
 Observations with this value left blank: 0
 Number of unique values: 0
 Branching logic: [hcs08_module1_q4_cep01] = '1' or [hcs08_module1_q4_cep01] = '2' or [hcs08_module1_q4_cep01] = '3' or [hcs08_module1_q4_cep01] = '4' or [hcs08_module1_q4_cep01] = '5'

(radio)

hcs08_module1_q4_cep_icfans

Required
 Field type: radio
 Observations with this value left blank: 203
 Number of unique values: 1

Choice value	Label	Frequency
1	I agree to participate	8
0	I do not agree to participate	0

CEP09. We are interested in knowing more about how much time you spent in the last quarter in each of the 3 phases of the communication campaign. Let's start with the time you spent preparing for the HEALing Communities Study communication campaigns. Preparation activities include: Conducting key informant interviews

hcs08_module1_q4_cep09

(e.g., with local media gatekeepers such as editors, reporters or similar people employed at media outlets, bloggers and social media personalities) Focus groups Identifying a vendor and finalizing a contract with them Developing a campaign guidebook and message maps Developing a distribution plan for first communication campaign (descriptive)

Field type: descriptive
Observations with this value left blank: 0
Number of unique values: 0
Branching logic: [hcs08_module1_q4_cep_icfans] = '1'

CEP10. In the past quarter, how many hours did you spend in a typical week on preparing for the communication campaign? (text)

hcs08_module1_q4_cep10

Required
Field type: text
Observations with this value left blank: 203
Number of unique values: 3
Branching logic: [hcs08_module1_q4_cep_icfans] = '1'

CEP11. We are interested in knowing more about how much time you spent in the last quarter planning for the HEALing Communities Study communication campaign. Planning activities include: Presenting and discussing the HEALing Communities Study communication campaign guidebook and maps with your community coalition Selecting priority groups to target Selecting and tailoring campaign and message templates Conducting concept and/or message tests among priority groups (conducting focus groups) Producing the campaign plan with metrics, timelines and responsibilities Managing vendor and related contract, reviewing their deliverables (descriptive)

hcs08_module1_q4_cep11

Field type: descriptive
Observations with this value left blank: 0
Number of unique values: 0
Branching logic: [hcs08_module1_q4_cep_icfans] = '1'

CEP12. In the past quarter, how many hours did you spend in a typical week on planning the communication campaign? (text)

hcs08_module1_q4_cep12

Required
Field type: text
Observations with this value left blank: 203

Number of unique values: 3
Branching logic: [hcs08_module1_q4_cep_icfans] = '1'

CEP13. We are interested in knowing more about how much time you spent in the last quarter implementing the HEALing Communities Study communication campaigns. Implementation activities include: Final messages selected by coalitions disseminated through distribution channels identified by coalitions Coordinating release of first messages with "kickoff" event in the communities Managing vendor and related contract (descriptive) hcs08_module1_q4_cep13

Field type: descriptive
Observations with this value left blank: 0
Number of unique values: 0
Branching logic: [hcs08_module1_q4_cep_icfans] = '1'

CEP14. In the past quarter, how many hours did you spend in a typical week on implementing the communication campaign? (text) hcs08_module1_q4_cep14

Required
Field type: text
Observations with this value left blank: 203
Number of unique values: 1
Branching logic: [hcs08_module1_q4_cep_icfans] = '1'

CEP15. Please describe any additional detail we should know about how you spent your time. (text) hcs08_module1_q4_cep15

Required
Field type: text
Observations with this value left blank: 203
Number of unique values: 2
Branching logic: [hcs08_module1_q4_cep_icfans] = '1'