

## **RESEARCH OVERVIEW**

*The following is a brief breakdown of the proposed research design. A full schedule can be found following the "Proposed Cost" section of this proposal. All times are approximate and flexible.*

### Phase 1: Material Review and Telephone Survey for Baseline Awareness and Behaviors (3-4 weeks)

- October 10: kick off meeting with PBEM staff, Brink and DHM
- October 10 – October 19: DHM and Brink review existing communication materials
- October 19: DHM and PBEM discuss material review and outline questionnaire for phone survey
- October 20 – November 4: Draft and finalize questionnaire
- November 10 – November 14: Field telephone survey
  - November 16: telephone survey topline results
  - November 28: telephone survey report

### Phase 2: Online Survey for Message Testing (4-5 weeks)

- October 10: kick off meeting with PBEM staff, Brink and DHM
- October 10 – November 11: Brink review existing communication materials
- November 11: DHM check in with Brink and PBEM to outline online survey questionnaire
- November 11 – December 9: Draft and finalize questionnaire (done concurrently with telephone survey report)
- December 12 – December 23: field online survey
  - December 27: online survey topline results
  - January 9: online survey report

### Phase 3: Focus Groups with Key Audiences (3 weeks)

- November 16 – review telephone survey results and identify key audiences for focus groups
- November 17 – December 27: initial draft topic guide and recruit focus group participants
- December 27 – January 6: revised draft of topic guide (done concurrently with online survey report)
- Week of January 9: conduct focus groups
  - Week of January 16: transcribed written exercises and group discussions
  - Week of January 23: focus group report