

**Form Approved  
OMB No. 0920-XXX  
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XX/XX/20XX**

**ATTACHMENT 2b:  
DATA COLLECTION INSTRUMENTS**

**Statement of burden for focus groups**

**Public reporting burden of this collection of information is estimated to average 2 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-XXXX)**

## TASK 3: AFRICAN AMERICAN MEN

### Phase 1. Exploratory Formative Research

#### Focus Group/In-Depth Interview Guide

**Campaign Objective:** To increase the number of African American men who get an HIV test and to increase the number of African American men who are aware of their HIV serostatus.

**Task Purpose:** To gather information from the target audience, looking for patterns and ideas, to inform the development of campaign messages promoting HIV testing for young African American men at risk for HIV infection.

#### Data Collection

**Setting:** In-depth interviews (IDIs) will take up to 1 hour. The focus groups (FGs) will take up to 2 hours. A trained interviewer/moderator will meet with the participant(s).

**Transcription:** We will audiotape the discussions. A note taker will take notes from behind a one way mirror. Standard measures for transcribing the discussions will be arranged.

#### I. Welcome

Thank you for coming today. Your participation is very important. I'm \_\_\_\_\_ and I'm from RTI, a non-profit research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this interview is to hear your views and opinions on important health topics concerning HIV/AIDS. Your insights are very important to us and your time today is appreciated. We will have about [1hour /2 hours] for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are no right or wrong answers. We want to know your opinions and what you think about the issues we will be discussing. I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions.
- You have probably noticed the microphones in the room. They are here because we are audio taping. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the tape when writing the report.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain confidential. Your name, address, and phone number, which only the facility knows, will not be given to anyone and no one will contact you after this interview/group is over.

- There may be some sensitive questions asked during this discussion. If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.
- Be sure to only use first names during the group. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.
- FOCUS GROUP: Because these groups are confidential, we ask that you respect each other's confidentiality as well. Please do not share with others what was said in today's group after the group is over. Please be respectful of others' opinions. Any participant who is disrespectful to others or disruptive to the group will be asked to leave the group.
- Please turn your cell phone or beeper to vibrate or silent mode. The interview/group will last no more than [1 or 2] hour(s).
- If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.
- Do you have any questions before we begin?

## **I. Warm-up**

Before we begin our discussion, let's spend a little time getting to know one another.

1. Please tell [ME/THE GROUP] your first name and an interesting fact about yourself.
2. What are your top 5 health concerns?

*[INTERVIEW: IF PARTICIPANT MENTIONS HIV AS A TOP 5 HEALTH CONCERN, ASK HIM TO RANK EACH BY LEVEL OF IMPORTANCE]*

*[GROUP: RANK FIVE HEALTH CONCERNS BY LEVEL OF IMPORTANCE]*

## **II. Health and Health Care**

Let's start out today by talking about our health. We all do some things that are good for our health and some things that aren't as good.

3. What are some things you are most proud of regarding your health (e.g., appearance, fitness level, good eating habits, etc.)? [MODERATOR MAKES A LIST ON FLIP CHART]
4. Staying healthy can be challenging. When you think about your health, what are some health concerns that come to mind? [MODERATOR MAKES A LIST ON FLIP CHART]
5. What are some of the reasons why you go to visit a doctor or clinic?

- **Probe:** What types of health screening tests or exams do you get on a yearly basis?
6. How often do you go to the doctor for health screening tests or exams?
  7. Where do you go to get your health care?
    - **Probe:** Clinic, private practice?

### III. HIV Knowledge

8. We are going to shift topics a bit and talk about HIV. First, please tell me what you know about HIV.

[PROBE AS NEEDED]

- How does a person get HIV? What puts someone at risk for it?
- What questions do you have about HIV? What would you like to know more about? [ideas for questions below if not offered by group]
  - How to prevent transmission
  - How it is transmitted
  - How it affects your body
  - How it can be treated
  - Difference between HIV and AIDS
  - Difference between treatment vs. cure

9. How much do you worry about HIV?

[PROBE AS NEEDED]

- Do you feel like you are at risk for HIV? Have you ever been at risk?
- Have you ever made any changes in your life because you were worried about getting HIV (e.g., started using condoms, got tested or got tested more frequently)?
- Why do you worry about HIV?

10. Have your views of HIV changed over time?

- Do you know anyone who is living with HIV? Does knowing someone who is living with HIV change the way you think about HIV? How so?
- Do you feel like HIV is less serious today than it used to be? If so, why?

11. Do you and your friends talk about HIV? If so, what do you talk about?

### IV. HIV Testing

12. Now, let's talk for a moment about HIV testing.

13. When you think about getting an HIV test, what comes to mind (e.g., needles, cost of test, stereotypes)?

14. Why might someone want to get tested for HIV?

15. What are some reasons why a person may not want to get tested?

16. In general, who do you think is more likely to get an HIV test? Men or Women? Why?
17. Can you think of some reasons why someone may not want know their HIV status?  
[Examples for discussion if not brought up by group]
- Fear of being positive/stigma/treatment availability
  - Fear of needles, doctors, etc.
  - Cost of test
- [If necessary] Some people think that they might have HIV, but never get tested. Why do you think this is so?
18. Where are some places that you could get an HIV test (e.g. doctor's office, health fair, free clinic)?
- **Probe:** Have you ever had a health screening at a mobile unit/van? If so, what was the screening for? Where was the mobile unit?
19. What types of HIV tests are available?
- **Probe:** Have you heard of an oral fluid test?
- “An oral fluid HIV test is done by taking a swab of your gums. On the other hand, blood tests either prick your finger for a sample of blood or a vial of blood is withdrawn from your arm for testing.”
- **Probe:** If the doctor's office or clinic gave you the choice between an oral fluid test or a test that required blood (finger stick or complete blood test), which would you prefer? What about this method do you prefer?
20. Has a health care provider ever talked to you about HIV? What did your health care provider say? What do you think about what your health care provider said?
21. Have you ever been tested for HIV [MODERATOR: For group, ask for a show of hands]  
***If no, skip to Question 27***
22. When were you last tested? OR How long has it been since you were last tested? How often do you get tested?
- **Probe:** If they mention at a physical exam or doctor's appointment, probe for whether the doctor offered the test or if they asked for it.
  - **Probe:** How do you know if you were tested for HIV (check to see if he assumed testing was part of a group of tests)
  - **Probe:** How often do you get tested?

23. Why did you decide to get tested?
- **Probe:** Doctor asked, family/friend encouraged me to get tested, partner encouraged me to get tested, made a “mistake”/multiple partners, heard/saw an ad
24. Where were you tested? (clinic, private doctor’s office, etc) Have you ever been tested anywhere else? Where?
25. What type of test did you have? (oral, finger prick, blood draw)
26. Is there something about your testing experience that could change that would motivate you to get tested again?

**Probe** Categories:

- Location (More convenient location, mobile units?)
- Facilities (improve waiting area, provide reading materials/magazines/music, improve appearance of facility)
- Service (professional/courteous staff, privacy/confidentiality, lower cost or free, shorter waiting time)

27. Did you get the results of your test?

- If yes, how long did you have to wait for your results?

**Probe:** How would you feel if you could get your results more quickly?

- If no, why not?
  - **Probe:** What, if anything, could have encouraged you to get your results?

28. Did anyone go with you when you got tested?

- **Probe:** partner, friend, relative?

29. [IF TESTED, SKIP TO NEXT QUESTION] What keeps you from being tested?

- **Probe:** Do not believe you are at risk? Afraid to find out results? Worried what others might think? Afraid of being rejected by family or friends? Other reasons?

30. What kind of things would convince you to get [A / ANOTHER] test?

31. When do you think a person should get an HIV test?

32. How often do you think a person should get an HIV test?

**V. Theoretical Concepts: Perceptions of Risk, Normative Beliefs, Behavioral Beliefs (re: HIV test and support/treatment)**

33. Thinking about your best friends, would you describe them at high, medium or low risk of HIV? Why?  
**PROBE:** How about you? How would you describe your risk for HIV?  
**PROBE:** Give me an example/scenario of someone who is at high risk for HIV infection. Medium risk example/scenario. Low risk example/scenario.
34. Do you know if any of your close friends have been tested for HIV?  
**PROBE:** Does knowing that they were tested change how you think about them? Why or why not?  
**PROBE:** If not tested, what would you think if you found out that your friend was tested for HIV?  
**PROBE:** Would you think differently about him or her? Why or why not?
35. Do you know if your partner has been tested for HIV?  
**PROBE:** Does knowing that he was tested change how you think about her? Why or why not?  
**PROBE:** If not tested, what would you think if you found out that your partner was tested for HIV?  
**PROBE:** Would you think differently about her? Why or why not?
36. [INTERVIEW ONLY] Let's say you just went to get an HIV test, how would your partner react if she found out?  
**PROBE:** How would your friends react?  
**PROBE:** How would your family react?  
**PROBE:** When you think about their possible reactions, does it make you more or less likely to get an HIV test in the future?
37. What type of support or treatment is available to people who test HIV positive?  
**PROBE:** Are you aware of resources in your community?  
**PROBE:** Do you think those resources would be available for you if you tested positive? Why or why not?  
**PROBE:** Would you use those resources? Why/why not?  
**PROBE:** Would you encourage friends and family to use those resources if they tested positive? Why/why not?
38. Do you know anyone in your community who is HIV positive?  
**PROBE:** What do people think about them?



## **VI. HIV-Related Health Communications**

39. Have you seen any advertisements about HIV/AIDS? If so, where and what did they say?
40. An advertising campaign may be created to raise awareness about HIV/AIDS and encourage people to get tested, especially those who are at high risk for getting HIV. Let's talk about how you think the HIV ads should be created.
- What kinds of things should the ads say?
  - What would be important to tell people who read or hear the ads about HIV?
  - What would you want to hear/read in the ads?
  - What kinds of pictures would you like to see in the ads?
  - If pictures of people mentioned, ask, what ethnicity, age, and gender the person should be?
  - What should the person be doing?

## **VII. Sources of Information**

41. When it comes to health information, who are the people or organizations you're most likely to respect and listen to? Why? (spouse, doctor, etc)?
42. Where do you go to get answers to your health questions? Any place else?
43. Who do you NOT trust to give you health information?
44. Have you ever received HIV/AIDS information at a health fair or other event? If so, what was the event? Where was it?
45. How would you feel about getting HIV testing information in the following places?
- Community health clinic
  - Doctor's office
  - Church
  - Health fair
  - Work
  - Sporting event
  - What other places can you think of that would be convenient places to get information about HIV testing?
46. Has your opinion changed about how much you are at risk of getting HIV?
47. Are you more or less likely now to get tested for HIV? Why/why not?
48. What would motivate you to want to get an HIV test?

49. Do you have any unanswered questions about HIV or HIV testing?

### **VIII. [Focus Group only] Group Exercise [If time]**

I'm going to split the group into two sections. [Moderator splits group up evenly].

Group 1: Your task is to come up with ideas to convince a friend of yours who you think is at high risk for HIV that they should be tested for HIV. What would you tell them to convince them?

Group 2: Your task to come up with excuses that your friend might give to not get tested.

***Moderator positions a flip chart for each group to use.***

As your group comes up with ideas, have one member of your group write them up on the board. I will give you about 5 minutes and then we will discuss them as a group.

50. First group, what ideas did you come up with to convince your friend to get tested?

**PROBE:** Group two, what are your reactions to these reasons?

**PROBE:** Do you find the reasons believable?

51. Second group, what excuses did you come up with?

**PROBE:** Group one, what are your reactions to these reasons?

52. Okay, this question is for both groups. We heard excuses that a person may give to not get tested. What ideas do you have to counter these excuses?

### **VIII. Closing**

Okay, we are pretty much out of time. Do you have any last thoughts?

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

***Interviewer/Moderator steps out to check to see if there are any additional questions.***

Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.

### **Task 3: African American Men**

#### **Phase 2. Message Testing**

#### **Focus Group/In-Depth Interview Guide**

**Campaign Objective:** To increase the number of African American men who get an HIV test and to increase the number of African American men who are aware of their HIV serostatus.

**Task Purpose:** To identify the most motivating approach, supporting data, and key messages for materials development as well as identify materials that will help to increase HIV testing among young African American heterosexual men.

#### **Data Collection**

**Setting:** In-depth interviews (IDIs) will take up to 1 hour. The focus groups (FGs) will take up to 2 hours. A trained interviewer/moderator will meet with the participant(s).

**Transcription:** We will audiotape the discussions. A note taker will take notes from behind a one way mirror. Standard measures for transcribing the discussions will be arranged.

#### **I. Welcome**

Thank you for coming here today. Your participation is very important. I'm \_\_\_\_\_ and I'm from RTI, a non-profit research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this interview is to hear your views and opinions on important health topics concerning HIV/AIDS. Your insights are very important to us and your time today is appreciated. We will have about [1hour /2 hours] for our discussion.

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## **II. Warm-up**

Before we begin our discussion, let's spend a little time getting to know one another.

1. Please tell [ME/THE GROUP] your first name and an interesting fact about yourself.
2. What are your top 5 health concerns?

*[INTERVIEW: IF PARTICIPANT MENTIONS HIV AS A TOP 5 HEALTH CONCERN, ASK HIM TO RANK EACH BY LEVEL OF IMPORTANCE]*

*[GROUP: RANK FIVE HEALTH CONCERNS BY LEVEL OF IMPORTANCE]*

## **III. Background Questions**

Let's start out today by talking about our health. We all do some things that are good for our health and some things that aren't as good.

3. What are some things you are most proud of regarding your health (e.g., appearance, fitness level, good eating habits, etc.)? [MODERATOR MAKES A LIST ON FLIP CHART]
4. Staying healthy can be challenging. When you think about your health, what are some health concerns that come to mind? [MODERATOR MAKES A LIST ON FLIP CHART]
5. What are some of the reasons why you go to visit a doctor or clinic?  
**PROBE:** What types of health screening tests or exams do you get on a yearly basis?

6. Where do you go to get your health care?  
**PROBE:** Clinic, private doctor's office?

7. How often do you go to the doctor for health screening tests or exams?

Now we are going to shift topics a bit and talk about HIV.

8. How much do you worry about HIV?

**[PROBE AS NEEDED]**

- Do you feel like you are at risk for HIV? Have you ever been at risk?
- Have you ever made any changes in your life because you were worried about getting HIV (e.g., started using condoms, got tested or got tested more frequently)?
- Why do you worry about HIV?

#### **IV. HIV Testing**

Now, let's talk for a moment about HIV testing.

9. Why might someone want to get tested for HIV?

10. What are some reasons why a person may not want to get tested?

11. Can you think of some reasons why someone may not want know their HIV status?  
[Examples for discussion if not brought up by group]

- Fear of being positive/treatment availability
  - Stigma (being perceived negatively by your peers or society)
  - Fear of needles, doctors, etc.
  - Cost of test
- [If necessary] Some people think that they might have HIV, but never get tested. Why do you think this is so?

12. Where are some places that you could get an HIV test (e.g. doctor's office, health fair, free clinic)?

13. Did your health care provider talk to you about HIV? What did your health care provider say? What do you think about what your health care provider?

14. What types of HIV tests are available?

**PROBE:** Have you heard of an oral fluid test?

“An oral fluid HIV test is done by taking a swab of your gums. On the other hand, blood tests either prick your finger for a sample of blood or a vial of blood is withdrawn from your arm for testing.”

**PROBE:** If the doctor's office or clinic gave you the choice between an oral fluid test or a test that required blood (finger stick or complete blood test), which would you prefer? What about this method do you prefer?

15. Have you ever been tested for HIV? [MODERATOR: For group, ask for a show of hands]

*If no, Question 21*

16. When were you last tested? OR How long has it been since you were last tested? How often do you get tested?

**PROBE:** If they mention at a physical exam or doctor's appointment, probe for whether the doctor offered the test or if they asked for it.

17. Why did you decide to get tested?

18. Where were you tested? (clinic, private doctor's office, etc)

**PROBE:** Have you ever been tested anywhere else? Where?

19. What type of test did you get? (oral, finger prick, blood draw)

**PROBE:** Did you get the results?

[IF YES] How long did it take for you to get the results?

[IF NO] Was there a reason why you did not get your results?

20. Is there something about your testing experience that would encourage you to get tested again?

**PROBE:** Categories:

- Location (More convenient location, mobile units?)
- Facilities (improve waiting area, provide reading materials/magazines/music, improve appearance of facility)
- Service (professional/courteous staff, privacy/confidentiality, lower cost or free, shorter waiting time)

21. Did anyone go with you when you got tested?

**PROBE:** Partner, friend, relative?

22. [IF TESTED, SKIP TO NEXT QUESTION] What keeps you from being tested?

**PROBE:** Do not believe you are at risk?

Afraid to find out results?

Worried what others might think?

Afraid of being rejected by family or friends?

Other reasons?

23. What kind of things would convince you to get [A / ANOTHER] test?

24. When do you think a person should get an HIV test?

25. How often do you think a person should get an HIV test?

## V. Presentation of Approaches and Messages

Now I would like to show you some messages that may later be part of ads that the CDC might use to convince people to get an HIV test.

There are [INSERT NUMBER] messages that I am going to share with you. Each message has an introduction with supporting words, or the message, below it. I'll show you the introduction and the messages that go along with it and then we'll discuss them. We'll repeat this same process with each of the [INSERT NUMBER] sets of messages. For now, I would like us to avoid comparing the messages. Instead, let's consider each message on its own first.

As we discuss each message, I will hand out a sheet of paper with the message written on it that we will be using in this process. As we go along, there will be times when I will ask for you to mark certain information, rankings or ratings on this sheet of paper. I will be collecting these sheets at the end of our session.

[Moderator: Repeat the next set of questions for each of the [INSERT NUMBER] approaches,]

26. I'd like for you to review this introduction and identify those things you like about it and those things you don't like. Please make sure to point out words or phrases on the sheet that you particularly like or dislike.

[FOCUS GROUP ONLY] [Moderator: Hands out pens] Using the pens I'm handing out, I'd like you to use the blue pen to point out the things you like in the introduction. Write your comments in the margins and also draw an arrow to point to the language you are talking about. Use the red pen to point out the things you don't like about the page. Again writing your comments in the margins and drawing an arrow.

27. Okay let's now discuss the supporting text or message that goes with this introduction. What are your initial reactions to the message?

**PROBE:**       What do you like about this message?  
                  What do you dislike?  
                  What would you say are the strengths of the message?  
                  Weaknesses?

28. In your opinion, is this overall message believable?

**PROBE:**       What makes it believable (or unbelievable)?

29. To what extent does this message make HIV testing sound easy or complicated?

30. Is there anything you would add to or change about this introduction or its messages to make it stronger or more motivating?

**PROBE:**       Are there any words or phrases that you don't agree with or don't like?



31. What impact would this message have to convince or encourage you to get tested for HIV?

[Moderator: Repeat the section above for all [INSERT NUMBER] approaches/messages. ]

32. Now, I'm going to ask you to compare the messages I have shown you. Please select the top [INSERT NUMBER] messages that would encourage you to get an HIV test. There is a paper in front of you, please write the letters of your top [INSERT NUMBER] messages on the paper. What are those?

33. Now, out of the [INSERT NUMBER] messages you picked, choose the one message that would most encourage you to get an HIV test. Circle this on your piece of paper. What made you choose this one?

34. OK, now take a look at the rest of the messages. Are there any that you do not think will work? If yes, which ones? For each one, tell me what it is about the message that you don't like. Please mark those down on your sheet in the box next to the red flag.

35. Are there any that you strongly dislike? If yes, which ones? For each one, tell me what it is about the message that you don't like. Please mark those down on your sheet in the box next to the frowning face.

36. Can you think of an idea or message that we did not present that might motivate you to get tested? What is it?

## **VI. Closing**

Ok, we are pretty much out of time.

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

***Interviewer steps out to check to see if there are any additional questions.***

Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.

## Task 3: African American Men

### Phase 3. Concept Testing

#### FOCUS GROUP/IN-DEPTH INTERVIEW GUIDE

**Campaign Objective:** To increase the number of African American men who get an HIV test and to increase the number of African American men who are aware of their HIV serostatus.

**Task Purpose:** To test creative concepts, campaign theme, logo, name and marking.

#### **Data Collection**

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*[INTERVIEW: IF PARTICIPANT MENTIONS HIV AS A TOP 5 HEALTH CONCERN, ASK HIM TO RANK EACH BY LEVEL OF IMPORTANCE]*

*[GROUP: RANK FIVE HEALTH CONCERNS BY LEVEL OF IMPORTANCE]*

## III. Background Questions

Let's start out today by talking about our health. We all do some things that are good for our health and some things that aren't as good.

3. What are some things you are most proud of regarding your health (e.g., appearance, fitness level, good eating habits, etc.)? [MODERATOR MAKES A LIST ON FLIP CHART]
4. Staying healthy can be challenging. When you think about your health, what are some health concerns that come to mind? [MODERATOR MAKES A LIST ON FLIP CHART]
5. What are some of the reasons why you go to visit a doctor or clinic?  
**PROBE:** What types of health screening tests or exams do you get on a yearly basis?
5. Where do you go to get your health care?  
**PROBE:** Clinic, private doctor's office?

6. How often do you go to the doctor for health screening tests or exams?

We are going to shift topics a bit and talk about HIV.

7. How much do you worry about HIV?

[**PROBE** AS NEEDED]

- Do you feel like you are at risk for HIV?
- Have you ever been at risk?
  
- Have you ever made any changes in your life because you were worried about getting HIV (e.g., started using condoms, got tested or got tested more frequently)?
  
- Why do you worry about HIV?

#### **IV. HIV Testing**

Now, let's talk for a moment about HIV testing.

8. Why might someone want to get tested for HIV?

9. What are some reasons why a person may not want to get tested?

10. Can you think of some reasons why someone may not want know their HIV status?

[Examples for discussion if not brought up by group]

- Fear of being positive/treatment availability
- Stigma (being perceived negatively by peers and society)
- Fear of needles, doctors, etc.
- Cost of test
  
- [If necessary] Some people think that they might have HIV, but never get tested. Why do you think this is so?

11. Where are some places that you could get an HIV test (e.g. doctor's office, health fair, free clinic)?

12. Did your health care provider talk to you about HIV? What did your health care provider say? What do you think about what your health care provider said?

13. What types of HIV tests are available?

**PROBE:** Have you heard of an oral fluid test?

“An oral fluid HIV test is done by taking a swab of your gums. On the other hand, blood tests either prick your finger for a sample of blood or a vial of blood is withdrawn from your arm for testing.”

**PROBE:** If the doctor’s office or clinic gave you the choice between an oral fluid test or a test that required blood (finger stick or complete blood test), which would you prefer? What about this method do you prefer?

14. Have you ever been tested for HIV? [MODERATOR: For group, ask for a show of hands]

*If no, ask skip to Question 21*

15. When were you last tested? OR How long has it been since you were last tested? How often do you get tested?

**PROBE:** If they mention at a physical exam or doctor’s appointment,

**PROBE** Did the doctor offer the test or did you ask for it?

16. Why did you decide to get tested?

17. Where were you tested? (clinic, private doctor’s office, etc) Have you ever been tested anywhere else? Where?

18. What type of test did you get? (oral, finger prick, blood draw)

**PROBE:** Did you get the results?

[IF YES] How long did it take for you to get the results?

[IF NO] Was there a reason why you did not get your results?

19. Is there something about your testing experience that would encourage you to get tested again?

**PROBE** Categories:

- Location (More convenient location, mobile units?)
- Facilities (improve waiting area, provide reading materials/magazines/music, improve appearance of facility)
- Service (professional/courteous staff, privacy/confidentiality, lower cost or free, shorter waiting time)

20. Did anyone go with you when you got tested?

- **PROBE:** Partner, friend, relative?

21. [IF TESTED, SKIP TO NEXT QUESTION] What keeps you from being tested?

- **PROBE:** Do not believe you are at risk?  
Afraid to find out results?

Worried what others might think?  
Afraid of being rejected by family or friends?  
Other reasons?

22. What kind of things would convince you to get [A / ANOTHER] test?

23. When do you think a person should get an HIV test?

24. How often do you think a person should get an HIV test?

#### **V. Opinions about HIV Testing Concepts**

- The goal of this next task is to determine which of several ways is best to present ideas and information about HIV testing to young African American heterosexual men. The various statements and images I am going to show you are called “creative concepts”.
- The concepts may be used in promotional materials such as advertising, brochures, pamphlets, etc., to convey an idea and to encourage you to take an action. Each one takes a slightly different approach for talking to you about HIV testing. I would like you to focus on the general idea that is being communicated and not the specific wording or details of the design.
- I am going to show you each concept one at a time and we are not going to compare them. So, after we see one, I will put it aside and you will think about the next one as if you didn’t see the first one and so on.
- For each concept, I will read all the information. We’ll then discuss your thoughts and reactions to it. To ensure that we can discuss the concepts in detail, I will read all the information and then you tell me when you’re ready to talk about it. Do you have any questions before we begin?

***The moderator will show each concept and read it aloud one-at-time to the group. After each concept is shown, the moderator will ask the following questions.***

25. What do you think about this concept?

#### **PROBE:**

- Relevance to You Personally
  - What does it mean to you?
  - Is it important to you?
  - How does it make you feel?
  - Do you feel that it speaks to you? Tell me a little more about that.
  - Can you relate to it?
- Credibility
  - Do you believe what it is saying? If so, what makes you believe it? If not, what makes you not believe it?
  - Do you trust the information?

Clarity/Impact

- Do you find this clear or easy to understand?
- Would your friends understand it?
- Does it make you want to do anything? If yes, what does it make you want to do? Or if no, why?
- Let's pretend for a moment that we weren't all in this room looking at this concept together. Imagine that you saw this concept somewhere else. Would this concept stand out to you? Why or why not?

What did you learn from the words in the concept?

***[Moderator points to text in concept]***

PROBES SPECIFIC TO CONCEPTS:

[Once concepts are developed, specific questions for each concept will be included here.]

**Ask the following two questions for each concept.**

- Does it make you want to get an HIV test? Why/why not
- Do you think it would make others want to get tested? Why/why not

26. *Now, I am going to ask you to compare the concepts I have shown you. Please select the top [INSERT NUMBER] that would encourage you to get an HIV test. There is a paper in front of you, please write the letters of your top [INSERT NUMBER] concepts on the paper. What are those?*

27. *Now, out of the top [INSERT NUMBER] you selected, choose the one concept that would most encourage you to get an HIV test. Circle this one on your piece of paper.*

**PROMPT:** What made you choose this one?

28. *Ok, now take a look at the rest of the concepts. Are there any that you do not think will work? If yes, which ones? For each one, tell me what is it about the concept that you don't like? Please mark those down on your sheet in the box next to the red flag.*

29. *Are there any that you strongly dislike? If yes, which ones? For each one, tell me what is it about the concept that you don't like? Please mark those down on your sheet in the box next to the frowning face.*

30. *Can you think of an idea or concept that we did not present that might motivate you to get tested? What is it?*

**VI. Campaign Name and Logo Testing**

**Moderator will show participants one logo/name combination at a time, explaining that these would go with materials used as part of a campaign to promote HIV testing, such as billboards, print ads, and brochures, while holding up a billboard mock-up and demonstrating where the logo would be placed. The following questions will be repeated for each name/logo.**

Now I would like you to look at some potential names and logos. The names and logos would be used with materials to promote HIV testing. We will look at these one at a time.

[Moderator: Repeat questions for each of the [INSERT NUMBER] logo/name combinations.]



31. What first thoughts do you have about it?
32. What do you think of the name used here for the campaign?

**Point to campaign name**

- PROBE:** Does it make sense to you?  
Does it fit with the concepts/ideas we just talked about?

33. How about the logo, what thoughts do you have about it?

**Point to logo**

- PROBE:** What does it make you think of or remind you of?  
Do you think it fits with this campaign name?

34. Is there anything about the name and logo that you especially like? Don't like?

- PROBE:** Did anything seem unclear?  
Is there anything about this name and logo that you object to or that you think others might find offensive?

**After showing participants all [INSERT NUMBER] logos individually, moderator will ask participants to rank their favorite using a tally sheet.**

I am now handing out a sheet of paper that I would like you to use to indicate which of the [INSERT NUMBER] names/logos you liked the most and the least. There are two boxes on this sheet of paper. At the top of the paper is a box for the one you like the most and at the bottom is a box for the one you like the least. Please mark in those boxes the letter for the board that best fits that box.

35. *Which of the names and logos do you like most?*  
**PROBE:** *What do you like most about that one?*  
**PROBE;** *Which do you like the least?*  
**PROBE:** *What about this one do you not like?*

**VII. Exploring Campaign Strategies**

36. *Have you ever received HIV/AIDS information at a health fair or other event? If so, what was the event? Where was it?*
37. *How would you feel about getting HIV testing information in the following places?*
- *Community health clinic*
  - *Church*
  - *Sporting event*
  - *What other places can you think of that would be convenient places to get information about HIV testing?*

38. *How would you feel about the following people being spokespersons for HIV testing information?*

- *A man who had an HIV test and learned he had HIV*
- *A man who had an HIV test and learned he did not have HIV*
- *A popular local radio D.J. or news reporter*
- *Celebrity*
- *Popular sports figure*
- *Community leader*
- *Pastor*

**PROBE:**           Would you listen to this person?  
                          Would you believe this person?  
                          Would you respect what this person has to say?

### **VIII. Wrap-Up**

*After all that we have talked about today, I have a few final questions.*

39. *Are you more or less likely now to get tested for HIV? What makes you say that?*

40. *What would motivate you to want to get an HIV test?*

41. *Those are all of the questions I have, but before we end, do you have any closing thoughts or opinions you would like to share? Any questions?*

Ok, we are pretty much out of time.

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

**Interviewer steps out to check to see if there are any additional questions.**

*Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.*

### Task 3: African American Men

#### Phase 4. Materials Testing

#### Focus Group/In-Depth Interview Guide

**Campaign Objective:** To increase the number of African American men who get an HIV test and to increase the number of African American men who are aware of their HIV serostatus.

**Task Purpose:** To test campaign materials developed based on findings from the message and concept testing research.

#### Data Collection

**Setting:** In-depth interviews (IDIs) will take up to 1 hour. The focus groups (FGs) will take up to 2 hours. A trained interviewer/moderator will meet with the participant(s).

**Transcription:** We will audiotape the discussions. A note taker will take notes from behind a one way mirror. Standard measures for transcribing the discussions will be arranged.

#### I. Welcome

Thank you for coming here today. Your participation is very important. I'm \_\_\_\_\_ and I'm from RTI, a non-profit research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this interview is to hear your views and opinions on important health topics concerning HIV/AIDS. Your insights are very important to us and your time today is appreciated. We will have about [1hour /2 hours] for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are **no right or wrong answers**. We want to know your opinions and what you think about the issues we will be discussing. I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions.
- You have probably noticed the microphones in the room. They are here because we are **audio taping**. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the tape when writing the report.
- Behind me is a **one-way mirror**. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your **identity and anything you personally say here will remain confidential**. Your name, address, and phone number, which only the facility knows, will not be given to anyone and no one will contact you after this interview/group is over.
- There may be some sensitive questions asked during this discussion. If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.

- **Be sure to only use first names during the group. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.**
- FOCUS GROUP: Because these groups are confidential, we ask that you respect each other's confidentiality as well. Please do not share with others what was said in today's group after the group is over. Please be respectful of others' opinions. Any participant who is disrespectful to others or disruptive to the group will be asked to leave the group.
- Please turn your cell phone or beeper to vibrate or silent mode. The interview/group will last no more than [1 or 2] hour(s).
- If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.
- Do you have any questions before we begin?

## II. Warm-up

Before we begin our discussion, let's spend a little time getting to know one another.

1. Please tell [ME/THE GROUP] your first name and an interesting fact about yourself.
2. What are your top 5 health concerns?

*[INTERVIEW: IF PARTICIPANT MENTIONS HIV AS A TOP 5 HEALTH CONCERN, ASK HIM TO RANK EACH BY LEVEL OF IMPORTANCE]*

*[GROUP: RANK FIVE HEALTH CONCERNS BY LEVEL OF IMPORTANCE]*

## III. Background Questions

Let's start out today by talking about our health. We all do some things that are good for our health and some things that aren't as good.

3. What are some things you are most proud of regarding your health (e.g., appearance, fitness level, good eating habits, etc.)? [MODERATOR MAKES A LIST ON FLIP CHART]
4. Staying healthy can be challenging. When you think about your health, what are some health concerns that come to mind? [MODERATOR MAKES A LIST ON FLIP CHART]
5. What are some of the reasons why you go to visit a doctor or clinic?  
**PROBE:** What types of health screening tests or exams do you get on a yearly basis?
6. Where do you go to get your health care?  
**PROBE:** Clinic, private doctor's office?

7. How often do you go to the doctor for health screening tests or exams?

Now we are going to shift topics a bit and talk about HIV.

8. How much do you worry about HIV?

**[PROBE AS NEEDED]**

- Do you feel like you are at risk for HIV? Have you ever been at risk?
- Have you ever made any changes in your life because you were worried about getting HIV (e.g., started using condoms, got tested or got tested more frequently)?
- Why do you worry about HIV?

#### **IV. HIV Testing**

Now, let's talk for a moment about HIV testing.

9. Why might someone want to get tested for HIV?

10. What are some reasons why a person may not want to get tested?

11. In general, who do you think is more likely to get an HIV test? Men or Women? Why?

12. Can you think of some reasons why someone may not want know their HIV status?

[Examples for discussion if not brought up by group]

- Fear of being positive/treatment availability
  - Stigma (being perceived negatively by your peers or society)
  - Fear of needles, doctors, etc.
  - Cost of test
- [If necessary] Some people think that they might have HIV, but never get tested. Why do you think this is so?

13. Where are some places that you could get an HIV test (e.g. doctor's office, health fair, free clinic)?

14. Did your health care provider to you about HIV? What did your health care provider say? What do you think about what your health care provider said?

15. What types of HIV tests are available?

**PROBE:** Have you heard of an oral fluid test?

“An oral fluid HIV test is done by taking a swab of your gums. On the other hand, blood tests either prick your finger for a sample of blood or a vial of blood is withdrawn from your arm for testing.”

**PROBE:** If the doctor’s office or clinic gave you the choice between an oral fluid test or a test that required blood (finger stick or complete blood test), which would you prefer? What about this method do you prefer?

16. Have you ever been tested for HIV? [MODERATOR: For group, ask for a show of hands]  
*If no, Skip to Question 22*

17. When were you last tested? OR How long has it been since you were last tested? How often do you get tested?

**PROBE:** If they mention at a physical exam or doctor’s appointment, probe for whether the doctor offered the test or if they asked for it.

18. Why did you decide to get tested?

19. Where were you tested? (clinic, private doctor’s office, etc)

**PROBE:** Have you ever been tested anywhere else? Where?

20. What type of test did you get? (oral, finger prick, blood draw)

**PROBE:** Did you get the results?  
[IF YES] How long did it take for you to get the results?  
[IF NO] Was there a reason why you did not get your results?

21. Is there something about your testing experience that would encourage you to get tested again?

**PROBE:** Categories:

- Location (More convenient location, mobile units?)
- Facilities (improve waiting area, provide reading materials/magazines/music, improve appearance of facility)
- Service (professional/courteous staff, privacy/confidentiality, lower cost or free, shorter waiting time)

22. Did anyone go with you when you got tested?

**PROBE:** Partner, friend, relative?

23. [IF TESTED, SKIP TO NEXT QUESTION] What keeps you from being tested?

**PROBE:** Do not believe you are at risk?  
Afraid to find out results?  
Worried what others might think?

Afraid of being rejected by family or friends?  
Other reasons?

24. What kind of things would convince you to get [A / ANOTHER] test?
25. When do you think a person should get an HIV test?
26. How often do you think a person should get an HIV test?

## ***V. Billboard Ad Mock-Ups***

**Moderator will show one mock-up at a time, explaining to participants that these are meant to be large billboards in their neighborhoods. Ask same questions for each board.**

### Assessing Accuracy & Clarity of Message

27. What does this say to you?

PROBE: Is the message clear or easy to understand? Is it confusing?

28. What does it make you want to do, if anything?

PROBE: After seeing this ad, do you think you would be more likely to call the toll-free phone number to learn about HIV testing?

- Does it make you want to get an HIV test?  
**IF YES:** What part of this makes you want to get an HIV test?  
**IF NO:** Why not?

### About The Specific Components

29. What do you think of the headline?

***Ask only for boards with headlines***

30. What do you think of the picture/photo that is part of this board?

PROBE: What does it make you think of?

- Can you relate to it?
- Does the picture go with the headline on the board? Why or Why not?

31. Is there anything in particular that you would change about this board? What would you change?

### **After seeing each of the [insert #] boards**

*I am now handing out a sheet of paper that I would like you to use to indicate which of the [insert #] boards you liked the most and the least. There are two boxes on this sheet of paper. At the top of the paper is a box for the one you like the most and at the bottom is a box for the one you like the least. Please mark in those boxes the letter for the board that best fits that box.*

32. Which of the [insert #] boards did you like most?

**PROBE:** What did you like most about that board?

Which board did you like the least?



**PROBE:** What about this board do you not like?

33. If you saw this advertisement and wanted to find out where you could get an HIV test in your area, would you prefer to call a toll-free number or visit a Web site?

## **VI. Campaign Name and Logo Testing**

*Moderator will show participant(s) one logo/name combination at a time, explaining that these would go with materials used as part of a campaign to promote HIV testing, such as billboards, print ads, and brochures. The following questions will be repeated for each name/logo.*

Now I would like you to look at some potential names and logos. The names and logos would be used with materials to promote HIV testing. We will look at these one at a time.

34. What first thoughts do you have about it?

35. What do you think of the name used here for the campaign?

***Point to campaign name***

**PROBE:** Does it make sense to you?  
Does it fit with the ads we have shown you?

36. How about the logo, what thoughts do you have about it?

***Point to logo***

**PROBE:** What does it make you think of or remind you of?  
Do you think it fits with this campaign name?

37. Is there anything about the name and logo that you especially like? Don't like?

**PROBE:** Did anything seem unclear?  
Is there anything about this name and logo that you object to or that you think others might find offensive?

**After showing participant(s) all [insert # of logos] logos individually, moderator will ask participant(s) to rank their favorite using a tally sheet.**

I am now handing out a sheet of paper that I would like you to use to indicate which of the [insert #] names/logos you liked the most and the least. There are two boxes on this sheet of paper. At the top of the paper is a box for the one you like the most and at the bottom is a box for the one you like the least. Please mark in those boxes the letter for the board that best fits that box.

38. *Which of the names and logos do you like most?*

**PROBE:** *What do you like most about that one?*

Which do you like the least?

**PROBE:** What about this one do you not like?

## **VII. Radio Messages**

Next, I would like you to listen to some sample radio advertisements that are being developed as part of the campaign we have been discussing. These ads are not quite final. For example, the actors are not guaranteed to be the same actors in the final ads. I welcome all of your feedback to the ads, but in some cases, I may ask you to focus on the concept of the radio ad. I am going to play each radio ad once for you and then ask you some questions about it immediately after listening to it.

Okay, please listen.

**Moderator will play one of the [insert # of ads] radio ads, randomizing the order for each focus group and IDI. The following questions will be repeated for each radio message.**

### Assessing Accuracy, Clarity & Recall Of Message

39. What are your first thoughts after hearing this ad?

**PROBE:** How did it make you feel?

40. What do you remember best about this radio ad? *Or* Was there anything that stood out most to you in this radio ad?

**PROBE:** What did you like most about it?  
Was there anything about it that you didn't like? What?

41. What do you think this radio ad is asking you to do?

1. **PROBE:** Does it make you want to do anything specific? Get an HIV test?
2. **IF YES:** What part of this makes you want to get an HIV test?
3. **IF NO:** Why not?  
[IF mentioned in ad] Can you remember the toll-free number? [IF mentioned in ad] What about the Web site?

#### About The Specific Components

42. How did you feel about the way this ad presented the information? Its style? Tone?

*SPECIFIC PROBES :*

*[Radio Ad #1]:*

- *[Add specific probes once radio ad is recorded]*

*More specific probes added as needed when final number of ads and their content is finalized.*

43. Do you have any suggestions for making this a better radio message?

#### ***After listening to all three of the radio messages***

*I am now handing out a sheet of paper that I would like you to use to indicate which of the [insert #] radio ads you liked the most and the least. The names of the [insert #] radio ads are written there. Please number the ad you like to the most with a 1 and the next most with a 2, and finally mark your least favorite with a [insert last #].*

44. Which of the [insert #] radio messages do you like most?

**PROBE:** What do you like about it?

Which do you like the least? Why?

#### ***VIII. Exploring Campaign Strategies***

Now, let's talk a little about how we can best deliver information on HIV testing to individuals (someone) like yourself.

#### Radio & Outdoor

45. How do you typically find out about things going on in your community?

**PROBE:** Radio  
TV news  
Billboards/signs

Transit ads  
Other

46. How often do you listen to the radio?

**PROMPT:** Where are you when listening to the radio? home, work, in car, etc.

47. What are your favorite radio stations?

**For Focus Group: List on Flip Sheet**

48. Do you use the public transportation system, i.e., buses, trains?

**For Focus Group: Take a hand check**

**PROBE:** How often?

What do you do while you are on the train?

Do you remember ads that you have seen there in the past?

49. What types of outdoor ads have you seen in the past week?

**PROBE:** Type -- billboard, transit signs, etc.

Content / Message.

What is it about those ads that stood out to you?

What kinds of outdoor ads are likely to catch your attention?

#### Hangout Spots & Free Time

50. Besides work and home, where do you spend most of your free time?

**PROBE:** Specific locations -- malls, movies, bars, dance clubs, etc.

Where are these places located (e.g., in what neighborhoods, areas of town, on what streets)?

51. How often do you go to the movies?

**PROBE:** What types of movies do you enjoy seeing?

Do you usually go early, just when the movie begins, or just after the movie begins?

What specific theaters do you typically go to?

What do you think about an ad playing on the screen before the movie about HIV testing?

#### Community Events & Giveaways

52. What kinds of community or neighborhood events have occurred in the last year?

**PROBE:** Which ones did you attend?

What did you like about them?  
Activities occurring at the events, focus/theme, etc.  
What keeps you from attending events?

53. If you were to create an ideal men's event or fair in your community, what would it include?

**PROBE:** Live music  
Food  
Health Services  
Prize Giveaways and Games

54. What type of free giveaways would you like to receive at community events?

**PROBE:** T-shirts  
Cell phone accessories, such as hipsters or hands free kits  
CD cases  
Magnets  
Coin pouches/wallets  
Journals/notebooks

#### Local Figures

55. Can you name a man or men in this city who you trust or respect?

**PROBE:** What do you like or respect about these men?

#### **IX. Wrap-Up**

*After all that we have talked about today, I have a few final questions.*

56. *Are you more or less likely now to get tested for HIV? What makes you say that?*

57. *What would motivate you to want to get an HIV test?*

58. *Those are all of the questions I have, but before we end, do you have any closing thoughts or opinions you would like to share? Any questions?*

Ok, we are pretty much out of time.

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

**Interviewer steps out to check to see if there are any additional questions.**

*Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.*