
African American STD Disparities Health Communication Project

#0920-0798

ATTACHMENT 6

PHASE II: INDIVIDUAL INTERVIEW DISCUSSION GUIDE

(PHASE II ONLY)

PHASE 2. MESSAGE TESTING

Public reporting burden of this collection of information is estimated to average **60** minutes 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 Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0798).

In-Depth Interview Guide

Task Purpose: To address questions that were unanswered or need further clarification from Phases 1 and 2 as well as pretest messages for appropriateness and relevance. During the message testing, we will aim to identify the most motivating approach, supporting data, and key messages for materials development as well as identify materials that will help to increase STD/HIV prevention and testing among African American men and women 18-45.

Data Collection

Setting: In-depth interviews (IDIs) will take up to 1 hour. 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 organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this project. The purpose of this interview is to hear your views and opinions on important health topics concerning STDs and HIV. Your insights are very important to us and your time today is appreciated. We will have about 1hour 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 project, 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 audiotaping. 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 tapes 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 be kept private to the extent of the law. 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 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 our discussion. 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.
- Please turn your cell phone or beeper to vibrate or silent mode. The interview will last no more than 1 hour.
- 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. Clarifying Questions

This section of the guide will be developed after Phase 1 is completed. The final guide will be submitted as an amendment.

III. 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 [insert behavior the message is promoting].

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.

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

1. 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.

[Interviewer: 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.

2. 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?

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

PROBE: What makes it believable (or unbelievable)?

4. To what extent does this message make [insert behavior the message is promoting] sound easy or complicated?

5. 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?

6. What impact would this message have to convince or encourage you to [insert behavior the message is promoting]?

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

7. 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 [insert behavior the message is promoting]. There is a paper in front of you, please write the letters of your top [INSERT NUMBER] messages on the paper. What are those?

8. Now, out of the [INSERT NUMBER] messages you picked, choose the one message that would most encourage you to [insert behavior the message is promoting]. Circle this on your piece of paper. What made you choose this one?

9. 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.

10. 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.

11. Can you think of an idea or message that we did not present that might motivate you to [insert behavior the message is promoting]? What is it?

IV. Concept Testing

Now I would like to show you some concepts that may later be part of ads that the CDC might use to convince people to [insert behavior the message is promoting].

1. What do you think about this concept?

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?

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

- What first thoughts do you have about it?
- What does it make you think of or remind you of?
- Do you think it fits with this campaign name?
- Is there anything about the name and logo that you especially like? Don't like?
- Is there anything about this name and logo that you object to or that you think others might find offensive?
- Which of the names and logos do you like most?
 - What do you like most about that one?
- Which do you like the least?
 - What about this one do you not like?

V. 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 STDs/HIV and locations where you can get further information. Have a good day/evening.