

Form Approved
 OMB No. 0920-0800
 Exp. Date 1/31/2012

Post-Discussion Information Sheet

Public reporting burden for this collection of information is estimated to average 20 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. The entire time for continuous focus group data collection is estimated to average 2 hours per response. 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, MS D-74, Atlanta, GA 30333, ATTN: PRA (0920-0800)

PART 2: Post-Discussion Radio Message Testing
 (Discussion guided by the Moderator)
 (20 minutes in total)

PART 2a: RADIO MESSAGE ONE

[Moderator: Play the first radio advertisement and ask the following questions.]

1. Did you like the voices that were used in the radio advertisement?
 Yes
 No

2. Did you like the music that was used in the radio advertisement?
 Yes
 No

3. Did you learn anything new from this radio advertisement?
 Yes
 No
 If yes, what did you learn? _____

4. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?
 Yes
 No

5. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?
 Yes
 No

PART 2b: RADIO MESSAGE TWO

[Moderator: Play the second radio message and ask the following questions.]

1. Did you like the voices that were used in the radio advertisement?

- Yes
- No

2. Did you like the music that was used in the radio advertisement?

- Yes
- No

3. Did you learn anything new from this radio advertisement?

- Yes
- No

If yes, what did you learn? _____

4. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

5. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

PART 2c: RADIO MESSAGE THREE

[Moderator: Play the last radio message and ask the following questions.]

1. Did you like the voices that were used in the radio advertisement?

- Yes
- No

2. Did you like the music that was used in the radio advertisement?

- Yes
- No

3. Did you learn anything new from this radio advertisement?

- Yes
- No

If yes, what did you learn? _____

4. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

5. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No