

Attachment 3

Moderator's Guide for In-Depth Interviews for Nurses, Counselors, and Teachers



Academy for Educational Development

***Interview Guide:
Concept Testing for TBI Education Materials
(Interviews with School Professionals)***

The purpose of these interviews is to understand what school health professionals (including school nurses, counselors, and teachers) think about materials related to traumatic brain injury (TBI). The materials will provide guidance on how to prevent and recognize TBI in students. Participants will be pre-screened to include school health professionals from diverse settings across the country. The content discussed in these interviews will be used to refine materials and develop future materials.

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-XXXX).

Introduction
(5 minutes)

Thank you for taking the time to talk with me today. As you discussed with the recruiter, I want to use our time today to explore what you think about traumatic brain injury or TBI and TBI education materials. I am going to take a minute to review the information you agreed to. After I finish, I will ask you if you still agree to participate in this project.

- o The interview will cover traumatic brain injury prevention and recognition.
- o I may refuse to participate or stop the interview at any time.
- o My name and opinions will be kept confidential. Only my first name will be used in the interview, or I may choose to use a fake name.
- o My interview will be audio taped and researchers may observe.
- o The interview will only be used for research.
- o No one will try to sell me anything.
- o I will receive \$40 for participating.

Do you agree to participate in this interview? Yes No

If no, terminate interview. If yes, continue.

Thank you. Please remember that there are no right or wrong answers and that I want to hear your opinion.

Issue A: Health Education and Communication Roles
(10 minutes)

The purpose of this section is to get participants thinking and talking about their school(s) and the work that they do.

I'd like to start our discussion today by finding out a little more about the school where you work and the work that you do as a school health professional.

- 1. Let's start by talking about your school. Please tell me a little about the school where you work.***

Probe:

What type of school is it?

How large is the student body?

How would you describe the school in demographic terms like race and income?

Do many students at your school speak a language other than English? (How many? Which languages?)

Does your school have any particular focus or magnet program?

2. *Tell me about your role in the school where you work.*
Probe:
Are there other activities you perform that fall outside of the normal scope of your work?
[For teachers & counselors] Do you consider student health promotion or maintenance as part of your role?

3. *Do you currently work at a single school, or do you cover more than one school?*
Probe:
How do you divide your time across the schools?
How does this arrangement impact your work?

4. *What kind of health education programs are currently offered for the school? These could be formal, in-class programs as well informal activities such as distributing health information to parents.*
Probe:
Who sets the health education agenda for your school? Who is involved in this decision-making?
What is your role in implementing these health education programs?

**Issue B: Overview of Health Materials and TBI
(10 minutes)**

The purpose of this section is to discuss materials participants currently receive about health topics and their opinions about addressing TBIs.

Now I'd like to take a look at the materials we sent you earlier. Please take a moment to locate the materials because we'll be talking about each one. However before we do that, I want to ask you some general questions about the materials and the topic of traumatic brain injury.

1. *How often are you sent materials about school health topics?*
Probe:
Where do they come from?
What are some of the topics you receive information about?

2. *Before receiving the package we sent to you, were resources and materials about TBI available to you?*
[If yes] Probe:
Please tell me about these resources.
Who are these materials for: health professionals, educators, students, parents?

How helpful would you say these materials are?
How did you locate or find this material? Did your school provide it? Did you search it out?

3. *If participant received materials: Which of these materials have been the most useful?*
Probe:
What makes the item helpful?
4. *Have you ever tried to find additional information or materials about TBI?*
[If yes] Probe:
What could you find? What could you not find?
Did you try to locate this for your own use, use by others in your school or by students and their family members?
Who was the author or source of the materials?
How did you search for the materials?
Where did you find these materials?
5. *Before receiving the packet we sent for review, were you aware of responsibilities for school [nurses/counselors/teachers] regarding TBI?*
Probe:
Do school [nurses/counselors/teachers] play any role in TBI prevention? recognition? treatment?
Why? Why not?
If interviewee does not consider it his/her responsibility: Who is responsible for issues related to TBI?
6. *Have you ever worked with a student who you knew or suspected had a traumatic brain injury?*
[If yes] Probe:
At the time, were you aware of any recommended measures for working with students with TBI?
Did you take any action related to the TBI?

Issue C: Overview of Materials (5 minutes)

<p>The purpose of this section is to get participants' reactions to the materials in order to revise the current materials and develop future materials.</p>

1. *From your standpoint as a school [nurse/counselor/teacher], what are your overall thoughts about the packet we sent you?*
Probe:
Think back to when you first opened the packet. What were your thoughts?
What are your thoughts about its content?
What are your thoughts about the format of the materials?

2. *How does this packet compare to other materials you have received?*
Probe:
How does the format compare to other materials you receive?
3. *If you were to receive this packet in the mail, what would you do with it?*
Probe:
Would you give it to someone else at school? (Who?)
What would you ask them to do with the information?
Would you file or shelve the information?
Would you throw it away?
4. *What items do you think are the most useful?*
Probe:
What are some reasons you would find this resource useful?
5. *What items aren't useful?*
Probe:
What are some reasons this item may not be useful?
Could any changes make this item more useful?

Issue D: Review of Materials
(20 minutes)

<p>The purpose of this section is to understand the preferences and needs of school health professionals relative to TBI materials.</p>
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Now I'd like to look at each item that we sent you and get your feedback about each one. Let's start by looking at [Item A/B/C/D]. Please take out this item.

1. *What are your overall thoughts about this item?*
2. *Would you rate the information on this item:*
 - *Easy to understand*
 - *Difficult to understand [If yes] Why?*
 - *Somewhere in between? [If yes] Why?*
3. *What do you think of the way the item looks, such as the graphics and colors?*
4. *Tell me what you think is the most important information on this item?*
5. *If you were asked to improve this item, how would you change it?*
6. *How likely are you to use this item at your school?*
Probe:

*What would you do with the item?
How would you distribute it (if at all)?
Who would you give it to (if anyone)?*

Repeat for all items.

- 7. After looking at all of these materials, are there any other formats or types of materials that should be added?*

Probe:

Would you be interested in electronic resources (e.g., PDA downloads, CD-ROMs, audio CDs, videos/DVDs)?

What makes you interested in that format?

- 8. Are there any items that you wouldn't use at all?*

Probe:

What makes you feel this way?

Is there any way this item could be changed to be more useful to you?

Issue E: Distribution of the Materials **(10 minutes)**

<p>The purpose of this section is to understand perspectives about the various audiences and promotion approaches for the materials.</p>

Now I'd like to hear what you think about options for promoting the materials.

- 1. Given what you know about how school systems function, are there other people we should include as separate audiences for the materials?*

Probe:

Would materials be different for these specific audiences? If so, how?

- 2. Which organizations or agencies would you expect to be a source for these materials?*

- 3. Which person or office in your school system would you expect to receive materials from?*

- 4. What is the best way to get these materials to you?*

Probe:

Do the materials need to come from someone at your school? in your district? in your town? from a national association?

Provide as online resources, distribute at conferences, promote through a specific magazine, newsletter, etc.

- 5. What would prompt you to order these materials from CDC's website?*

6. *If you were asked to distribute this information to parents or staff members, would you need someone to approve the materials?*

[If yes] Probe:

Who?

How does this process usually work?

How long does the approval process usually take?

Issue F: Conclusion

Thanks for taking the time to speak with me today and providing your opinions.

Is there anything you would like to add before we conclude this interview?

Your comments have been very helpful and insightful. If you have questions about traumatic brain injury, please visit the www.cdc.gov/ncipc or call 1-800-CDC-INFO.