

## PDI DISCUSSION GUIDE

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## PDI Discussion Guide

Introductory Script: Brief explanation of the study, assurances of confidentiality, permission to record.

### INSTRUCTIONS:

- INTERVIEWERS SHOULD READ ALL TEXT THAT APPEARS IN lowercase letters.
- TEXT IN UPPERCASE LETTERS SHOULD NOT BE READ OUT LOUD.
- TEXT IN *italics* SHOULD BE PERSONALIZED ACCORDING TO THE DONOR INFORMATION.
- TEXT IN **bold** SHOULD BE READ WITH EMPHASIS.

### INTRODUCTION

INTRO A: Hi, my name is \_\_\_\_\_, and I'm calling from Westat, an independent research firm. I would like to speak to [*respondent*].

1 - RESPONDENT ON PHONE → GO TO Section I.

2 - IS NOT RESPONDENT, BUT RESPONDENT IS AVAILABLE → GO TO INTRO A

3 - RESPONDENT NO LONGER ASSOCIATED WITH THIS NUMBER → CHECK TO SEE IF ADDITIONAL INFORMATION IS AVAILABLE, CALL ALTERNATE PHONE NUMBER IF AVAILABLE. THANK AND TERMINATE

4- RESPONDENT NOT AVAILABLE → THANK AND TERMINATE; CALL BACK OTHER TIMES.

### Section I:

**Q1:** According to [*blood donation center*] you gave permission for us to contact you to ask a few questions about your recent visit to this blood donation center on [date]. We are asking these questions to help the blood center staff improve their questioning of potential donors. Everything that you tell me will be held in strictest confidence and your name or phone number will not be connected to any of your answers to these questions. This interview will take about 25 minutes. Is this a good time to talk?

- |   |         |   |                     |
|---|---------|---|---------------------|
| 1 | YES     | → | GO TO Q 3           |
| 2 | NO      | → | GO TO Q 2           |
| 3 | REFUSED | → | THANK AND TERMINATE |

**Q2:** When is a good time for us to talk? [ESTABLISH CONVENIENT TIME TO TALK AND CONFIRM THE PHONE NUMBER]

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_

NOTE: IF RESPONDENT WANTS TO END THE INTERVIEW BEFORE IT IS COMPLETED AND WISHES TO CONTINUE THE INTERVIEW AT ANOTHER TIME, SCHEDULE AN APPOINTMENT TO CALL BACK.

DATE \_\_\_\_\_ TIME \_\_\_\_\_

THANK AND TERMINATE

**Q3:** Before we begin, I would like your permission to record this conversation. I am recording this conversation for quality assurance purposes only. This recording will be destroyed at the end of the study. Do I have your permission to record this conversation?

- 1 YES [GO TO Q3a]
- 2 NO [GO TO Q3b]

Q3a. I am now turning the tape recorder on. [TURN ON RECORDER.] Now that the tape recorder is on, can you please state again that you have given me permission to record this call? [SECURE PERMISSION FROM RESPONDENT.] Thank you. [GO TO Section II]

Q3b. Thank you, we will continue without recording this call. [GO TO Section II]

**Section II: Donation Experience**

*In this section, I will ask you some questions about your previous experiences donating blood.*

**Q4:** People can have many reasons for donating blood.

- a. I'd like to start by asking, why do you donate blood?  
*(First let respondent articulate his/her reasons; then probe , as needed, on beliefs, perceived need, influence of others, medical reason(s), incentives, etc)*

Record Response Here

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**Probe: List of possible reasons:**

- 1. Felt that donating blood was right thing to do

2. Heard that blood was needed
3. Wanted to receive an item or gift that was being offered to blood donors (e.g. time off from work, t-shirt, mug, etc.)
4. Wanted to receive special recognition or an award for donating
5. A family member, friend, co-worker, or someone else close to me strongly encouraged me to donate blood
6. Someone I know needed blood
7. A blood drive organizer or recruiter encouraged me to donate blood
8. A doctor told me to donate blood for health reasons
9. Believe that donating is good for my health
10. Wanted the results from having my blood tested for an infectious disease, for example, HIV or hepatitis

Q5: Have your reasons for donating changed over the course of the time you've been a donor? If so, how?

Record Response Here

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Q6: When you visited [blood donation center] on [date], did you have any particular/special/different reasons for donating? If so, can you tell me more about this?

Record Response Here

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**Section III: Education Material**

Now I'm going to ask you a few questions about written materials you may have seen at [blood donation center] or elsewhere.

Q7: On [date], do you recall having seen materials explaining who is eligible to donate blood, that is, who can and cannot give blood?

- 1- Yes (If Yes - go to Q7a)
- 2- No (If No- go to Q8)

Q7a: Can you say where/when you saw these materials?

Record Response Here

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Q7b: Did you read the materials?

- 3- Yes (If Yes - Use probes below)
- 4- No (If No - go to Q9)

**Probe on how carefully**

Record Response Here

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**Probe on how easy/hard were they to understand?**

Record Response Here

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**If respondent says hard to understand, probe more on how**

Record Response Here

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Q8: Even if you can't remember whether you saw such materials on [date], had you previously read materials explaining who is eligible to donate?

1- Yes (If Yes – go to Q8a)

2- No (If No- go to Q9)

**Q8a: Probe on when, where, perceived familiarity with requirements, perceptions of how easy/difficult to understand**

Record Response Here

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**Q9:** On [date] do you recall being shown materials on ...:

**(NOTE: IF “NO RESPONSES TO ALL OF 9A, 9B, 9C, 9D, THEN GO TO SECTION IV. OTHERWISE, GO TO Q10)**

- Q9A signs and symptoms of HIV;
  - Yes
  - No
  
- Q9B how donating blood can transmit infections;
  - Yes
  - No
  
- Q9C the importance of giving accurate information;
  - Yes
  - No
  
- Q9D and how to withdraw from donating blood?
  - Yes
  - No
  -

**Q10:** Did you read the materials?

- 1- Yes (If Yes – Use probes below)
- 2- No (If No, go to Q11)

**Probe on how carefully ?**

Record Response Here

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**How easy/hard were they to understand?**

Record Response Here

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**If respondent says hard to understand, probe more on how?**

Record Response Here

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**Q11:** Even if you can't remember whether you saw them on [date], had you previously --read these materials?

**(If yes, probe on when, where, perceived familiarity with information, perceptions of how easy/difficult to understand**

**Section IV: Process of taking health and personal histories**

Now I'm going to turn to the process of taking health and personal histories at [blood donation center].

I'd first like to ask about the screening process at the center.

**Q12:** Can you recall what the health history screener did on [date]?

Record Response Here

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**Probe on whether health history screener asked the questions, reviewed them after completion, offered guidance or information, etc)**

Q13: Is this the same as what the health history screener usually does when you donate blood at the [center]? *(If respondent says no, probe further).*

Q14: On [date], what did you think of the health history screener and how s/he acted towards you?

Record Response Here

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**Probe on whether respondent perceived screener as competent, knowledgeable, professional, etc**

Q15: Looking back on it now, is there anything the health history screener could or should have done differently to have made this a better experience for you?

Record Response Here

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**Probe on whether respondent had as much privacy as they needed to answer the questions**

Record Response Here

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Now I'd like to ask specifically about the questions on health and personal history asked each time someone wants to donate blood.

Q16: Overall, what do you think of the questions? What do you think are the major reasons for asking these questions before someone can donate blood?

*(First let respondent articulate his/her views, then probe on perceived rationale/importance, relation to blood testing) perceived relation to blood safety.*

Record Response Here

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**Q17:** Do you think it is necessary to ask these questions each time someone wants to donate blood?

Record Response Here

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**Probe on why/why not**

**Q18:** Do you find any of the questions difficult to understand; uncomfortable to answer; inappropriate or irrelevant?

Record Response Here

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**Probe on which types of questions/why**

Record Response Here

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**Q19:** If you are not sure how to answer a health or personal history question, what do you usually do?

Record Response Here

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**Probe on response**

Record Response Here

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Q20. We are interested in learning more about why donors may neglect to inform blood center staff of pertinent health/ personal history information. We are particularly interested in why donors might omit some information that could result in their donating blood when they should have been deferred.

Can you think of some reasons why this might be true—for you or for other people?

Record Response Here

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**Section V: Module Questions (for different deferral reasons)**

**(Needs equivalent insert for properly deferred)**

In this section, I want to talk to you more specifically about the question(s) for which you were deferred as a blood donor. Our records show that you were deferred because [insert reason for deferral]

**[Read actual question(s) verbatim]**

Q21: Can you say more about why you (might have) answered this question differently this time compared to other times that you donated blood?

Record Response Here

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**First let respondent answer-then, depending on the answer,**

**Probe on: Was it something specific to this encounter? A new realization related to own medical history, partner's medical history? A new/different perspective on the question or the process?? Changed personal circumstances? Anything else?)**

**Add more probes specific to each category e.g. travel**

Record Response Here

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Q22: Is there anything else you want to say to help us to better understand your blood donation screening experience?

Record Response Here

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**Section VI: INFORMATION ABOUT THE DONORS**

Finally, I'd like to ask you some questions about yourself.

Q23: First, how much school have you completed?

- 1- 8<sup>th</sup> grade or less
- 2- 9<sup>th</sup>, 10<sup>th</sup> or 11<sup>th</sup> grade
- 3- 12<sup>th</sup> grade, no diploma
- 4- High school graduate or equivalent, for example, GED
- 5- Some college or technical/vocational school
- 6- Associate degree in college
- 7- Bachelor's degree for example, BA, AB, BS,
- 8- Master's degree for example, MA, MS, Med, MBA
- 9- Professional degree for example, PhD, MD, LLB, JD, DDS, EdD

Q24: What is your usual job? That is, what type of occupation have you worked at the longest during your adult life?

- 1- Managerial or professional positions
- 2- Sales, service or administrative support positions

3- Crafts, trades, or factory work

4- Agriculture

5- Homemaker

6- Student

7- Something else SPECIFY \_\_\_\_\_

Thank you very much for answering these questions. I would like to reassure you that your name or any identifying information will never be linked to your answers. Your answers will never be presented individually; the information we receive from all of our interviews will be summarized so that we can improve the donation process. Thank you again; I appreciate your time. Goodbye!