

## ■ Follow-Up Questions

Form Approved  
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### F. Follow-Up Questions

*(Questions can be used for Central Location Intercept Interviews, Telephone Interviews, Individual In-depth Interviews [Cognitive Interviews], Focus Group Screeners, and Focus Groups.)*

- 1f. Does this message make you want to do anything?
  - Does this motivate you to take action?
  - **Would this make you interested in finding out about [INSERT health topic or behavior] in your community?**
- 2f. Would it make you think more about the importance of [INSERT health topic or behavior]?
- 3f. Would it make you concerned about increasing [INSERT health topic or behavior]?
- 4f. Would it make you want to [INSERT health topic or behavior]?
- 5f. Would it make you likely to do something about increasing [INSERT health topic or behavior]?
  - What about the message makes you more or less likely to [INSERT health topic or behavior]?
- 6f. Would you change anything about your current routine after seeing this?
- 7f. Do you plan to [INSERT health topic or behavior]?
- 8f. Doctors are interested in what they can say to motivate patients (or other parents) to [INSERT health topic or behavior]. What is your advice to them? That is, what should doctors tell people if they want them to [INSERT health topic or behavior]?
- 9f. Were there any tips on here that you would not follow or comply with? Explain.
- 10f. Is there anything that could be changed to make it more likely you would be motivated to [INSERT health topic or behavior]?
- 11f. If you saw a [INSERT health topic or behavior] story (on television, in newspapers, or on the Internet), how likely would you be to pay close attention to it?
- 12f. How likely would you be to talk about [INSERT health topic or behavior] with your family in the next week or so?
- 13f. How likely would you be to talk about [INSERT health topic or behavior] with your friends in the next week or so?
- 14f. Will you bring up the issue of [INSERT health topic or behavior] the next time you visit your healthcare provider?

### **Behavioral Intentions**

- 15f. Are you seriously considering [INSERT health behavior] within the next 6 months? SINGLE RESPONSE.
  - Yes
  - No

16f. Are you planning to [INSERT health behavior] within the next 30 days? SINGLE RESPONSE.

- Yes
- No

17f. Overall on a scale from 1 to 10 where 1 is not at all interested and 10 is extremely interested, how interested are you in [INSERT health behavior]? SINGLE RESPONSE.

- 1 Not at all interested
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Extremely interested

18f. Overall, on a scale from 0 to 10, where 0 is not at all confident and 10 is extremely confident, how confident are you right now that you can [INSERT health behavior]? SINGLE RESPONSE.

- 0 Not at all confident
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 Extremely confident

*On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.*

|      |  | <b>Strongly<br/>Disagree</b> |   |   |   | <b>Strongl<br/>y<br/>Agree</b> |
|------|--|------------------------------|---|---|---|--------------------------------|
| 19f. | I intend to do something about [INSERT health topic or behavior].            | 1                            | 2 | 3 | 4 | 5                              |
| 20f. | I plan on looking into [INSERT health topic or behavior].                    | 1                            | 2 | 3 | 4 | 5                              |
| 21f. | I mean to research [INSERT health topic or behavior].                        | 1                            | 2 | 3 | 4 | 5                              |
| 22f. | I have thought about taking action to/for [INSERT health topic or behavior]. | 1                            | 2 | 3 | 4 | 5                              |
| 23f. | I have considered doing something about [INSERT health topic or behavior].   | 1                            | 2 | 3 | 4 | 5                              |
| 24f. | I will do something about [INSERT health topic or behavior].                 | 1                            | 2 | 3 | 4 | 5                              |
| 25f. | I am taking action to/for [INSERT health topic or behavior] right now.       | 1                            | 2 | 3 | 4 | 5                              |

26f. *If a score of 3 or less is entered for Statements 19f - 25f:*

Please indicate why you disagree with the earlier statement, [INSERT statement from 19f - 25f]. (Check all the reasons that apply)

- I don't think it's important
- I don't have time
- I don't have a way to pay for it
- I'm afraid [of/to INSERT action]
- I don't have a health care provider
- I would be embarrassed
- I don't trust [INSERT item]
- I don't want anyone to suspect I'm [INSERT action]
- I wouldn't know where to go [INSERT action]
- I don't know how to [INSERT action]
- I don't want my partner to find out
- I'm not at risk for [INSERT DISEASE] (*if this response is selected, provide "because" options*)
  - Because I'm in a monogamous relationship
  - Because I'm not currently sexually active
  - Because I use protection
  - Because I'm careful about my partners
- Other: \_\_\_\_\_

27f. After watching these ads, how likely are you to talk about [INSERT health topic or behavior] with your family in the next week or so?

28f. After watching these ads, how likely are you to talk about [INSERT health topic or behavior] with your friends in the next week or so?

29f. After watching these ads, will you bring up [INSERT health topic or behavior] the next time you visit your healthcare provider?

- Yes
- No

30f. Thinking about the next 6 months, on a scale from 1 to 10, where 1 is *not at all likely* and 10 is *extremely likely*, how likely are you to...?

|   | Not at All Likely<br>1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Extremely Likely<br>10 | DK<br>88 | RF<br>99 |
|---|------------------------|---|---|---|---|---|---|---|---|------------------------|----------|----------|
| 1. Look for more information on [INSERT health topic or behavior].    |                        |   |   |   |   |   |   |   |   |                        |          |          |
| 2. Talk to a friend about ways to [INSERT health topic or behavior].  |                        |   |   |   |   |   |   |   |   |                        |          |          |
| 3. Contact a local official about [INSERT health topic or behavior].  |                        |   |   |   |   |   |   |   |   |                        |          |          |
| 4. Contact a school official about [INSERT health topic or behavior]. |                        |   |   |   |   |   |   |   |   |                        |          |          |

### ***Involvement***

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

|      |   | Strongly Disagree |   |   |   | Strongly Agree |
|------|---|-------------------|---|---|---|----------------|
| 31f. | The outcome of [INSERT health topic or behavior] directly affects my life.  | 1                 | 2 | 3 | 4 | 5              |
| 32f. | Whether or not people do something about [INSERT health topic or behavior] is important to my life.               | 1                 | 2 | 3 | 4 | 5              |
| 33f. | The outcome of [INSERT health topic or behavior] is relevant to my life.  | 1                 | 2 | 3 | 4 | 5              |
| 34f. | Whether or not others care about [INSERT health topic or behavior] is important to me.                            | 1                 | 2 | 3 | 4 | 5              |
| 35f. | The problem of [INSERT health topic or behavior] is against my personal values.                                   | 1                 | 2 | 3 | 4 | 5              |
| 36f. | People who support [INSERT health topic or behavior] are against all I stand for.                                 | 1                 | 2 | 3 | 4 | 5              |
| 37f. | If I thought [INSERT health topic or behavior] was not a big deal, my friends would think poorly of me.           | 1                 | 2 | 3 | 4 | 5              |
| 38f. | I am fearful that my circle of friends would think I was dumb for caring about [INSERT health topic or behavior]. | 1                 | 2 | 3 | 4 | 5              |
| 39f. | Whether I do something to improve [INSERT health  | 1                 | 2 | 3 | 4 | 5              |

- 40f. topic or behavior] is central to how I view myself.  
How I handle [INSERT health topic or behavior] is central to my self-image.
- 41f. Handling [INSERT health topic or behavior] actively is an important part of how I see myself.

### Self-efficacy scale

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

|      |  | Strongly Disagree |   |   |   | Strongly Agree |
|------|--|-------------------|---|---|---|----------------|
| 42f. | I feel as though I can make a difference regarding [INSERT health topic or behavior].              | 1                 | 2 | 3 | 4 | 5              |
| 43f. | The suggestions for dealing with [INSERT health topic or behavior] made in the message are doable. | 1                 | 2 | 3 | 4 | 5              |
| 44f. | I personally could do the suggested [INSERT health topic or behavior] in the message.              | 1                 | 2 | 3 | 4 | 5              |
| 45f. | Helping improve [INSERT health topic or behavior] is a goal within my reach.                       | 1                 | 2 | 3 | 4 | 5              |
| 46f. | I am confident that I can protect myself from [INSERT health topic or behavior].                   | 1                 | 2 | 3 | 4 | 5              |

### Attitudes

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

|      |  | Strongly Disagree |   |   |   | Strongly Agree |
|------|--|-------------------|---|---|---|----------------|
| 47f. | I think that [INSERT health condition/behavior/disease/syndrome/injury/disability] is a critical issue.  | 1                 | 2 | 3 | 4 | 5              |
| 48f. | People should make a strong effort to do something about [INSERT health condition/behavior/disease/syndrome/injury/disability].  | 1                 | 2 | 3 | 4 | 5              |
| 49f. | People that do not do something about [INSERT health condition/behavior/disease/syndrome/injury/disability] are inconsiderate.   | 1                 | 2 | 3 | 4 | 5              |
| 50f. | People who do not care about [INSERT health condition/disease/syndrome/injury/disability] are dumb.  |                   |   |   |   |                |
| 51f. | I'm going to read you a list of statements. For each one let me know if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. |                   |   |   |   |                |

|  |                        |                      |                           |                     |                     |          |          |
|--|------------------------|----------------------|---------------------------|---------------------|---------------------|----------|----------|
|  | Strongly Disagree<br>1 | Somewhat at disagree | Neither agree or disagree | Somewhat Agree<br>4 | Strongly Agree<br>5 | DK<br>88 | RF<br>99 |
|--|------------------------|----------------------|---------------------------|---------------------|---------------------|----------|----------|

|  |  | 2 | 3 |  |  |  |  |
|--|--|---|---|--|--|--|--|
| 1. [INSERT health topic or behavior] is a problem in my community. |  |   |   |  |  |  |  |
| 2. It is important for my community to [INSERT action].            |  |   |   |  |  |  |  |
| 3. My community should do more to [INSERT action].                 |  |   |   |  |  |  |  |

### **Response efficacy scale**

*On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.*

|             |   | <b>Strongly Disagree</b> |   |   | <b>Strongly Agree</b> |   |
|-------------|---|--------------------------|---|---|-----------------------|---|
|             |   | 1                        | 2 | 3 | 4                     | 5 |
| <b>52f.</b> | Visiting the Web site/calling the number listed in the message is a good start to improving [INSERT health condition/disease/syndrome/injury/disability]. | 1                        | 2 | 3 | 4                     | 5 |
| <b>53f.</b> | By doing the behaviors suggested by the message, the [INSERT health condition/disease/syndrome/injury/disability] can be improved.                        | 1                        | 2 | 3 | 4                     | 5 |
| <b>54f.</b> | Generally speaking, it is possible to improve [INSERT health condition/disease/syndrome/injury/disability].   | 1                        | 2 | 3 | 4                     | 5 |
| <b>55f.</b> | There are many things I can do to protect myself from [INSERT health condition/disease/syndrome/injury/disability].                                       | 1                        | 2 | 3 | 4                     | 5 |

### **Self-protection motivation**

*On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.*

|             |   | <b>Strongly Disagree</b> |   |   | <b>Strongly Agree</b> |   |
|-------------|---|--------------------------|---|---|-----------------------|---|
|             |   | 1                        | 2 | 3 | 4                     | 5 |
| <b>56f.</b> | I want to combat [INSERT health condition/disease/syndrome/injury/disability].                                      | 1                        | 2 | 3 | 4                     | 5 |
| <b>57f.</b> | I want to have the ability to fight [INSERT health condition/disease/syndrome/injury/disability].                   | 1                        | 2 | 3 | 4                     | 5 |
| <b>58f.</b> | I want to prevent [INSERT health condition/disease/syndrome/injury/disability].                                     | 1                        | 2 | 3 | 4                     | 5 |
| <b>59f.</b> | I really don't care about [INSERT health condition/disease/syndrome/injury/disability].                             | 1                        | 2 | 3 | 4                     | 5 |
| <b>60f.</b> | Before being contacted for this study, had you ever heard of CDC or the Centers for Disease Control and Prevention? |                          |   |   |                       |   |

- Yes
- No

61f. Before being contacted for this study, had you ever heard of the Department of Health and Human Services?

- Yes
- No

62f. Before being contacted for this study, had you ever heard of the [INSERT organization name]?

- Yes
- No

63f. Below is a list of environment and health topics covered on [INSERT website or resource]. Are there additional environmental hazards or health conditions you would like to see covered on the [INSERT website or resource] that aren't today? If so, what are they?