

## Sample questions for NIA qualitative research studies

### For Paperwork Reduction Act Submission: Testing successful health communications surrounding aging-related issues from the National Institute on Aging (NIA)

Public reporting burden for this collection of information is estimated to vary from 45 to 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: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-xxxx\*). Do not return the completed form to this address.

#### 1. Example questions for determining approaches that OCPL can use to more effectively raise awareness of NIA's free health and aging information resources.

*For older people:*

What types of outreach/advertisement methods capture your attention? What do you find helpful? Least helpful?

Do you use any types of social media? For example blogs, *Facebook* or *MySpace*? If so, for what purpose(s)? Do you ever follow recommendations about good sources for information from these social media sources?

*For physicians, non-physician health professionals, caregivers, or people who work with seniors:*

How would you recommend NIA to maintain a relationship with your senior center/hospital/assisted living residence?

Where do get the health and aging information for your senior center/waiting room/doctor's office?

#### 2. Example questions for determining if NIA's information materials and outreach activities help people identify NIA resources as accessible, trust-worthy sources for health information.

*For older people:*

How would you describe helpful health information? What are important factors when choosing health information resources?

*(Give participants a sample NIA publication and ask them to look it over for 2 minutes)*  
Based on this example of an NIA publication, how would you decide whether it was "good" information?

*For physicians, non-physician health professionals, caregivers, or people who work with seniors:*

What are important factors when choosing health information resources for your senior center/waiting room/doctor's office?

*(Give participants a sample NIA publication to look over for 2 minutes)* Would this sample publication capture your attention, appear to be of interest for your senior center/waiting room/doctor's office?

**3. Example questions about a specific NIA publication, for example, an *AgePage* health information pamphlet, to determine whether audience finds message and design helpful. *(Questions administered after participants have a chance to review the material)***

*For older people:*

Who would benefit from reading *AgePage*? Do you think the resource would appeal to people of all racial/ethnic groups? What about persons of various educational levels?

What do you think of look of the *AgePage*? Was it a good length? Did you find the typeface easy or hard to read?

How easy or hard is the content of the *AgePages* to understand?

*For physicians, non-physician health professionals, caregivers, or people who work with seniors:*

Who do you think the *AgePage* is intended for? Do you think this pamphlet is something your audience would like?

What do you think of the style of the publication? Based on your experience working with older people, do you think this style would be helpful to seniors? What are some types/examples of materials that they find most helpful? Booklets? One-page fact sheets?