**Interview Guide**

**Interviews and focus groups will consist of topically guided discussions designed to explore the following:**

* **Work demographics of participants**
  + What role do you play at the facility?
  + How long have you been doing this work?
  + Have you ever been involved in an animal emergency/disaster situation?
  + What would your role be if an emergency occurred in your facility today?
  + Does your facility have a contingency plan?
  + How did you / your colleagues learn about it? (Have you simulated/practiced evacuation/shelter-in-place?)
  + Have you develop an emergency plan before?
* **What do people know about the new law (Knowledge, beliefs and misconceptions)**
  + Are you familiar with the new regulation? Tell me what you know about it. What is it for? What is it trying to do?
  + Why should an organization do this?
  + Is there any reason that an organization would not want to submit their plan?
  + Does the new regulation change anything for your facility? (Impose new requirements?)
  + How will your facility show that it has fulfilled the responsibilities?
* **How can we help you?**
  + Does the government/USDA help you comply with Animal Welfare Rules?
    - How do they help?
    - Do they do things that seem helpful, but aren’t really?
  + What do you have to do to comply with this law?
    - Explore the key components and compliance plan needs
  + How could the government help you comply with this new role?
* **How can we reach you?**
  + When you get information from the government about new requirements like this, how do you get it?
  + How do you get other professional information
    - Email lists, LinkedIN, Websites, Social Media
  + If no social media, explore personal social media use and seek a gateway to professional uses
  + Do you use the internet? A smart phone? An iPad? To get information like this
  + Can you show me where you would look on the internet to find information about the new animal emergency regulation and how to comply?
* **What else?**
  + Are there things about the new law, helping you, or your being able to comply that we have not talked about but should?
  + Do you have any additional questions for me?

**Usability Testing**

**The specifics of the usability testing will be dependent on the new tools.** The testing will focus on validating that the tools are helpful to individuals who are unfamiliar with the new requirements. APHIS will seek to determine that the materials convey: why they should create an evacuation plan; how to do it; and how to update the plan. APHIS will also evaluate the usability of the tool with existing animal emergency plans. For sophisticated organizations, the tools should support cross-walk of an existing plan to the new requirements, demonstrating compliance.

**Our goal in the testing is to validate that the tools**

* Provide clear and understandable guidance to a range of regulated community members
* Make it clear what to do next and how to do it
* Provide value and encouragement for users to comply with the new regulation.