

MODERATOR GUIDE

This document is the Moderator Guide for the Message and Material Testing project for Nonpharmaceutical Interventions.

MESSAGE AND MATERIAL TESTING FOR NONPHARMACEUTICAL INTERVENTIONS**MODERATOR GUIDE****Nonpharmaceutical Interventions, 2012****Evaluation Team:**

Principal Investigator:

Noreen Qualls, Centers for Disease Control and Prevention

Co-Investigators:

Kathryn Maddox, Chenega Government Consulting, LLC

Tiffani Phelps, Chenega Government Consulting, LLC

Jasmine Kenney, Chenega Government Consulting, LLC

Jennifer Callais, Oak Ridge Associated Universities/Oak Ridge Institute for Science and Education

Mary Jean Brewer, Oak Ridge Associated Universities/Oak Ridge Institute for Science and Education

Rebecca Bryant, Bryant Research, LLC

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The following questions will be asked to participants of the online focus groups. The question numbers are in reference to the Health Message Testing System, a pre-approved list of questions developed by the Centers of Disease Control and Prevention (CDC) for the purposes of testing message developed by the agency.

SCRIPT FOR CI-ICU MESSAGES AND MATERIALS

To be said before group starts: Thanks for coming today. I understand everybody is volunteering. We want to hear your feedback, but you are not required to answer all questions. To make sure we don't miss anything, this session will be audio recorded and videotaped, and up to 10 observers from CDC and ORISE are listening in. After the group has finished, someone from the CDC may come online to answer any questions that you might have. We will not use these recordings for any other purpose than to help us write the report. No statement you make will be linked to you, and no identifiers will be shared or used in any report. Are you still willing to volunteer?

We will be here for 90 minutes. Before we get started, please turn off all other programs on your computer as well as any other phones. Make sure you have your water, have used the restroom, and are ready to join us for an uninterrupted 90 minutes. At the end of 90 minutes, you will be prompted to stop your cameras.

Hello everyone, this is (Rebecca). Expect to see a lag time between the audio and the image you see on your computer screen... Can everyone hear me clearly? Can everyone see themselves and (#) other people on their computer screen?

This discussion is sponsored by the Centers for Disease Control and Prevention, also known as CDC, to help them learn more about your thoughts about how to prepare and respond to a flu pandemic. We will strive to get your reactions to some messages and materials they are developing in an effort to reach the public.

Here's a bit more information about how we'll work together during the session:

- When you have something to say, jump right in; don't wait to be called on.
- If your screen goes dark during the session, that's just your screen saver working. Simply move your mouse to restore the screen.
- Please feel free to talk to each other, not just to me. Agree, disagree, and expand on what people say. That's why we're talking in a group: to get your reactions to the messages and materials and to each other's ideas.
- There are no wrong answers.
- Please speak one at a time.
- Let me know if you have any trouble hearing.
- We have 90 minutes and lot of material to cover, so I'll be moving us through the topic areas. If I happen to move forward and you have something to say that hasn't already been said, let me know. At the end of the 90 minutes, you will be prompted to stop your cameras. At that time, a representative from the CDC will join us on the phone.

Let's quickly get everyone introduced. Tell us your FIRST NAME- the one that you usually have people call you.

OK, let's get started.

Focus Group Introduction (4 min)

[Standard introduction of participants with focus group announcements]

Beginning of Focus Group Session (2 min)

17c. What can you tell me about nonpharmaceutical interventions, also known as NPIs?

(Probe)16c. Have you heard about nonpharmaceutical interventions?

[Material presentation- read material aloud] (3 min)

Impressions (2 min)

After reviewing the stimulus, moderator will direct participants to note their answers to 7d and 1d in the participant chat. Once individual responses are recorded, moderator will guide discussion.

7d. How would you sum up in just a few words your first impression of this [item]...positive, negative, or neutral?

Images/Visuals/Illustrations (3 min)

5e. How do you feel about the images used in this [item]? Are they helpful/engaging? Why/why not?

Comprehension and Content (7 min)

1d. What is the main idea that this [item] is trying to get across, in your own words?

36d. [Using the participant chat box, type] phrases, sentences, or images that you think are confusing or unclear.

(Probe) 4d. Were there any words that were unusual or unfamiliar?

(After chat box) 6d. Is there anything confusing, unclear, or hard to understand?

29d. Is there anything you want to know that this item does not tell you?

Motivation (3 min)

10f. Is there anything that could be changed about [the messages or the format of this item] to make it more likely you would be motivated to take the actions outlined in the item?

(Probe why they may not be motivated) 26f. 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, I would be embarrassed, I don't trust this item, I wouldn't know how to [do the actions outlined], other.

Placement (2 min)

65d. Where would this item need to be so that you would pay attention to it?

(Probe) 67e. Where would you want to see an item such as this one?

Overall (3 min)

33d. How could [the messages or format of this item] be improved [to make it more useful for you]?

(Probe) 66e. Is there anything you would change about this [item]?

(Probe) 10e. Is there anything that you would say should be changed about the way this looks that would help make someone like you think about this after you've looked at it?

[Repeat material presentation for other 1 or 2 items]

Comparison of Sticky Note, Magnet, Poster, Fact Sheet after Discussion of Each (6 min)

[Moderator will give a brief explanation of the item configuration]

106d. Now that you've seen all of these [items], which one catches your attention the most?

105d. Is one format for these messages more likely than another to get your attention? To make you think about it afterwards? If yes, what is it about that one that "works" for you (or someone else you care for or take care of, such as a child or other family member)?

(Probe) 67d. In what form [do you think these messages should be (sticky note, magnet, poster, fact sheet, other)]?

63e. What other comments would you like to make about [any of these items]?

Q&A with CDC (5 min)