

Message Testing for CDC's Division of Community Health

Moderator's Guide for Focus Groups with General Public

I. Introduction (5 minutes)

A. Introduction

- *Moderator's introduction*
- *Welcome participants*

B. Procedural Details

- *Audio Taping (speak one at a time)*
- *The audio recordings will be used to help in writing a summary report. No one outside of this project will listen to the recordings. We will keep what you say secure to the extent permitted by law. We will NOT put your name in the report or on the recordings. We will keep the recordings in a locked cabinet. The recordings will be destroyed by December 2014.*
- *One-way mirror*
- *Refreshments*
- *Restrooms (leave one at a time)*
- *Turn off cell phones & pagers*

II. Self Introductions (5 minutes)

We're going to go around the room briefly to allow everyone to introduce himself. When it's your turn, please tell us:

- Your first name
- One issue, related to health, that concerns you most about where you live.

III. Purpose (5 minutes)

You're here today to take part in a focus group. It's a discussion to find out your opinions – like a survey, but with broad, general questions.

This focus group is being sponsored by the Centers for Disease Control and Prevention, also known as the CDC.

Public Reporting Burden Statement

Public reporting burden of this collection of information is estimated to average **1.5** hours 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 CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0572).

We've asked you to be in this discussion to get your feedback on some statements, messages or ideas related to health and to work CDC is doing related to health. Over the course of our discussion today, I will show you or say out loud a few statements, messages or ideas. After I show you or read you each one, I will ask you a few questions to get your reactions.

What you tell us today will help inform how CDC and its partners can better communicate particular information related to health. For example, it may help determine how CDC presents information on its website or on print materials.

I personally have no part in any communications or materials from the CDC, so feel free to tell me what you really think. All of your comments, whether positive or negative, are welcome.

Before we get started let me begin by asking:

1. Before being contacted for this study, had you ever heard of CDC or the Centers for Disease Control and Prevention? **(60f)**
 - a. Yes
 - b. No

IV. Interest in Health Topics (5 minutes)

Now, before we look at some specific information, I would like us to start by talking, in general, a little bit about health-related information you might look for and where you go might turn to when looking for health-related information.

1. Is [disease prevention and health promotion] a topic on which you seek out information? If so, how? **(72d)**
 - a. What type of information are you seeking? **(72d)**
 - b. Where might you seek out information? **(72d)**
 - c. Where would you turn first for information? **(72d)**

V. Sources of Health Information (10 minutes)

1. In general, how much would you trust information about health or medical topics? Would you say a lot, some, a little, or not at all? **(5c)**
 - a. How about from family and friends? **(5c)**
 - b. How about in newspapers or magazines? **(5c)**
 - c. How about on the radio? **(5c)**
 - d. How about on the Internet? **(5c)**
 - e. How about on television? **(5c)**
 - f. How about from charitable organizations? **(5c)**

- g. How about religious organizations and leaders? **(5c)**
 - h. How about from government health agencies? **(5c)**
2. When it comes to [disease prevention and health promotion], are there any organizations that you would really trust as a reliable source of information? **(74d)**
 3. What makes them a trusted source of [disease prevention and health promotion] information? **(75d)**

VI. Reactions to Messages

(50 minutes)

Now I would like to show you or read to you several statements, messages or ideas and ask you some questions to get your thoughts on each of them.

Reactions to Individual Messages

Moderator: I would like to start by reading/showing you the following **[SHOW FIRST MESSAGE]**

1. What do you think of this idea? **(45d)**
 - a. How would you sum up in just a few words your first impression of this message? Do you like it? Not like it? What makes you say that? **(7d)**
 - b. Are there any words or phrases here that you think are especially attention-getting or appealing? **(31d)**
2. What is the main idea that this message is trying to get across, in your own words? **(1d)**
 - a. How well do you think the main idea comes across? **(2d)**
 - b. Was this a new idea or something that you've heard before? **(12d)**
3. Was your reaction to this positive or negative? **(9d)**
 - a. [If positive] What positive images do you associate with "[INSERT message/phrase]"? **(9d)**
 - b. [If negative] What negative images do you associate with "[INSERT message/phrase]"? **(9d)**
4. Are there any words or phrases that bother you or that you think should be said differently? **(32d)**
5. If you saw or heard this message, would it get your attention? Why or why not? **(30d)**
6. Do any companies or organizations say something like this now? Which ones? **(98d)**
7. Is this message believable or not? Why or why not? **(15d)**

- a. [If not believable] What additional information would you need in order to more strongly believe this message? **(17d)**
8. Who would you say they are trying to reach? **(24d)**
- a. Does it seem like this message is talking to you, and people like you? Or someone else? **(24d)**
 - b. What in the message suggested it was talking to you and people like you or someone else? **(24d)**
9. Do you like the way it is written? [Probe: tone, language/style, etc.] Is it easy to read? **(28d)**
- a. Is there anything confusing, unclear, or hard to understand? **(6d)**
10. Does this message make you want to do anything? **(1f)**
- a. Does this motivate you to take action? **(1f)**
 - b. Would this make you interested in finding out about [INSERT health topic or behavior] in your community? **(1f)**
11. How could this message be improved? **(33d)**
- a. What could be changed to make it more effective? **(120d)**
 - b. Is there a way to say this differently that would make you personally more likely to notice and think about the message? **(34d)**
 - c. Is there anything you want to know that this item does not tell you? **(29d)**

[REPEAT ABOVE QUESTIONS, AS APPLICABLE, WITH EACH MESSAGE.]

Comparison of Messages

Now I would like to show you again some of the messages or statements we have discussed and ask you some questions about your thoughts regarding how they compare to one another.

[Show again messages X,Y and/or Z]

12. Do you think one is more appealing than the others? Which? Why/why not? **(104d)**
- a. What about this particular one is most engaging? **(114d)**
 - b. What makes this message most effective? **(113d)**
13. Did any of the concepts turn you off? What was it about the statement/s that turned you off? **(118d)**

Now, thinking about all the messages or statements that we have discussed today...

14. What are some places where you might notice messages like these? **(81d)**

- a. Are there some places in particular that you would be most likely to notice and pay attention to these messages? **(82d)**

15. How do you feel about CDC as the source of this information? **(90d)**

- a. What do you think [CDC] needs to know about your community? How would you want them to be involved in your community? Do you see ways of partnering with them? How would you like to receive the information? **(76d)**

VII. Efficacy/Attitudes

(5 minutes)

Before we conclude today’s discussion, I would like to ask you a few more questions.

- 1. 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
a. Generally speaking, it is possible to improve [community health] (54f)	1	2	3	4	5
b. I feel as though I can make a difference regarding [community health] (42f)	1	2	3	4	5

VIII. WRAP-UP

(5 minutes)

Thank Participants.