

## Testing of Brand Concepts, Messages and Materials for the National Diabetes Prevention Program

### *Moderator's Guide for Triads with Health Care Professionals (HCPs)*

#### **Public Reporting Burden Statement**

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

#### **I. Introduction**

**(2 minutes)**

Welcome everyone. My name is [MODERATOR NAME], and I work for Alan Newman Research, a research organization. We are working on a project for the Centers for Disease Control and Prevention, also known as the CDC. We are talking to the general population and health care providers like you about concepts, messages, and materials for the National Diabetes Prevention Program. Thank you for taking part in this discussion.

Before we begin, I'd like to explain a few things about how the discussion will work.

1. We are not selling or promoting any product or service to you.
2. There are **no right or wrong answers** -- We want to know your honest opinions.
3. I do not work for the people who are sponsoring this research, and I was not personally involved in the development of any of the ideas and items that I am going to share with you today. Please share your negative as well as positive reactions with us.
4. Don't feel like you need to answer every question. But if I haven't heard from you in a while, I may call on you occasionally.
5. We are **audiotaping** our discussion. We have to write a report afterwards, and the tapes it will help us remember what you've said here today. 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 2015.
6. Some of the people working on this project are also on the line listening to this discussion so that they can hear your opinions directly from you.

7. Your identity and feedback will be kept secure to the extent permitted by law. In the summary we write for the CDC we will not include anyone's names or other identifying information.
8. I may occasionally interrupt the discussion to move us along so that we finish on time.
9. Please turn off or silence your **cell phones**.

Do you have any questions before we get started?

## **II. Self Introductions (4 minutes)**

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

- Your first name
- Where, if anywhere, you generally refer your patients to for information about diabetes prevention.

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## **III. Purpose (4 minutes)**

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

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

We've asked you to be in this discussion to get your feedback on some materials related to a diabetes prevention program. Over the course of our discussion today, I will show you some images, messages and other materials. After I show them to you, 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 about a diabetes prevention program. For example, it may help determine how CDC and its partners present information on print materials or on their website.

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. Have you heard of [the National Diabetes Prevention Program]? **(16c)**
  - a. What can you tell me about [the National Diabetes Prevention Program]? **(17c)**

#### **IV. Awareness of Topic Area & Information Seeking (5 minutes)**

Before we look at some specific materials or information, I would like us to start by talking, in general, a little bit about the topic of diabetes and diabetes prevention.

1. Have you ever heard of [the term “prediabetes”]? **(16c)**
  - a. What can you tell me about [prediabetes]? **(17c)**
2. Is [“prediabetes” AND/OR diabetes prevention] 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)**

[Listen for information seeking both for themselves and for their patients]

#### **VI. Reactions to Messages (12 minutes)**

Next, I would like to show you several messages about diabetes prevention and the National Diabetes Prevention Program and get your reactions. **[SHOW FIRST MESSAGE]**

[Note to moderator: Throughout, listen for feedback in terms of both for themselves and from the perspective of their patients]

1. 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)**

2. How would you sum up in just a few words your impression of this message? Do you like it? Not like it? What makes you say that? **(7d)**
3. If you saw or heard this message, would it get your attention? Why or why not? **(30d)**
  - a. Are there any words or phrases here that you think are especially attention-getting or appealing? **(31d)**
4. Does this message make you want to do anything? **(1f)**
  - a. Does this motivate you to take action? **(1f)**
  - b. Would it make you think more about the importance of [diabetes prevention for your patients]? **(2f)**
5. 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)**
6. 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)**
7. 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)**
  - b. Are there any words or phrases that bother you or that you think should be said differently? **(32d)**
8. 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)**
  - d. Is there anything that could be changed to make it more likely you would be motivated to [refer your patients participate in a National DPP lifestyle intervention]? **(10f)**.

9. Do any companies or organizations say something like this now? Which ones? **(98d)**

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

### **Comparison of Messages**

Now I would like to ask you some questions about your thoughts regarding how the messages compare to one another.

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

1. 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)**
2. Which one was most inspiring or motivating for you personally? **(110d)**
3. Did any of the concepts turn you off? What was it about the statement/s that turned you off? **(118d)**

### **V. Reactions to Branding Concepts (Name, Visual Identity, Tagline) (12 minutes)**

Now I would like to show you several concepts for visuals, names, and taglines and get your reactions.

[Note to moderator: Throughout, listen for feedback in terms of both for themselves and from the perspective of their patients]

### **Reactions to Branding Concepts**

**Moderator:** I would like to start by showing you the following **[SHOW FIRST BRANDING CONCEPT – Visual Identity, Tagline, and description of intent]**

#### **Overall**

1. What do you think of this idea? **(45d)**
  - a. How does it make you feel **(11d)** [Listen for positive/negative reactions]
2. What is the main idea that this message is trying to get across, in your own words? **(1d)**
3. Who would you say they are trying to reach? Please check all that apply. **(25d)**
  - You

- People like you
  - Someone else
  - None of these.
4. Is there anything confusing, unclear or hard to understand? **(6d)**
  5. Would it catch your attention if you saw it somewhere? **(9e)**
  6. Do any companies or organizations say something like this now? Which ones? **(98d)**

Visual Identity

1. What is your general reaction to the way this looks? **(6e)**
2. How appealing is this image to you personally? **(7e)**
  - a. Picturing this image on a poster, brochure, print ad, or other material, how likely is it that an image like this will help draw your attention and curiosity—that’s you personally, no one else. **(3e)**
3. What is the main message of this illustration? What does it tell you? **(2e)**
  - a. Looking at the image, would you say it fits in with what they are trying to convey? **(1e)**
4. How do you feel about the colors and graphics? What do you like/dislike about them? **(8e)**
  - a. Are there things about the pictures that you think are particularly attention getting?
5. If you had to give this image a grade, like in school, where “A” is the best and “F” is a failing grade, what grade would you give this visual identity as a choice for a health education campaign? **(19e)**

Text [Name AND Tagline]

1. Do you like the way it is written? [Probe: tone, language/style, etc.] Is it easy to read? **(28d)**
2. Is it easy or difficult to read? [Probe: Font too big? Too small? Too dense?] **(16e)**

**[REPEAT ABOVE QUESTIONS, AS APPLICABLE, WITH EACH BRAND CONCEPT.]**

**Comparison of Branding Concepts**

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

**[Show concepts again]**

1. Now that you have seen all of these concepts, which one catches your attention the most **(106d)**
  - a. Do you think one is more appealing than the others? Which? Why/why not? **(104d)**
  - b. What about this particular one is most engaging? **(114d)**
  - c. What makes this message most effective? **(113d)**
  
2. Did any of the concepts turn you off? What was it about the statement/s that turned you off? **(118d)**

**VII. Reactions to Materials**

**(12 minutes)**

Next, I would like to show you several materials and get your reactions. **[SHOW FIRST MATERIAL.]**

[Note to moderator: Throughout, listen for feedback in terms of both for themselves and from the perspective of their patients]

1. What was the main message of this brochure? **(64e)**
  
2. How does it make you feel **(11d)** [Listen for positive/negative reactions]
  - a. Is there anything you especially liked about this brochure? **(65e)**
  - b. Is there anything you would change about this brochure? **(66e)**
  
3. Is there anything confusing, unclear or hard to understand? **(6d)**
  - a. How could this information be conveyed more effectively? **(79d)**
  
4. Would it make you think more about the importance of [talking to your patients about diabetes prevention]? **(2f)**
  - a. Would it make you want to [refer your patients to participate in the National DPP lifestyle intervention]? **(4f)**
  
5. Thinking back to the information they are trying to convey, is there anything else you would add? **(35d)**
  - a. Is there anything you want to know that this item does not tell you? **(29d)**
  - b. Is there anything that could be changed to make it more likely you would be motivated to [refer your patients to participate in the National DPP lifestyle intervention]? **(10f)**.

6. What is your general reaction to the way these look? **(6e)**
  - a. Would it catch your attention if you saw it somewhere? **(9e)**
7. What would you think of having the visual identity of [CDC and/or a partner (e.g., the Y)] on these concepts? **(21e)**

**[REPEAT ABOVE QUESTIONS, AS APPLICABLE, WITH EACH MATERIAL.]**

**VIII. Promotion channels for NDPP Lifestyle Intervention (4 minutes)**

The CDC and its partners are working to promote the lifestyle intervention program across the country to encourage individuals who may benefit from it to participate. In addition to undertaking efforts to promote it directly to potential participants, they are also particularly interested in engaging health care providers such as yourself in disseminating information about this resource to their patients. I would now like to ask you some questions to get your feedback on how you think the CDC and its partners may be able to best promote this lifestyle intervention and engage health care providers such as yourself in the effort to disseminate information about this available resource to those who may benefit most from it.

1. What are some places where you might notice messages like these? **(81d)**
  - a. Where would you expect to see it? **(64d)**
  - b. Where would it need to be so you would pay attention to it? **(65d)**
  - c. In what form (probe: posters, brochures, fliers)? **(67d)**

[Listen for feedback in terms of both for themselves and their patients]

2. If you were trying to make up your mind about [referring your patients to participate in the National DPP intervention program], who would influence you? **(93d)**
  - a. What if the CDC was to say something like this? Would that change the way you look at these statements? Would it make any of them more or less believable? More or less appealing? Motivating? **(102d)**
    - i. How do you feel about CDC as the source of this information? **(90d)**
    - ii. Are they a good source of information? **(87d)**
    - iii. Do they seem trustworthy? **(89d)**
  - b. What if the CDC and **[Insert Partner Name (e.g., the Y)]** said something like this? Would that change the way you look at these statements? Would it make any of them more or less believable? More or less appealing? Motivating? **(103d)**
3. What types of information would you like to receive regarding [the National DPP lifestyle intervention]? What would be the most effective way or format to provide this information? (Probes: Video? Educational pamphlets? Community/public meetings? Internet?) **(80d)** [Listen for both information for themselves and for their patients]



If you were to refer patients to a National DPP lifestyle intervention...

4. What kind of promotional items would you use?

**IX. Overall reactions to the National DPP Lifestyle Intervention (4 minutes)**

We are almost done. To finish, I would like to ask you a few questions about your general reactions to the National DPP lifestyle intervention based on what we have seen and discussed today.

1. How appealing is it to you as a way to control [the risk of developing diabetes among your patients who are prediabetes or at risk for developing prediabetes]? **(46d)**
2. Who do you believe would benefit most from [participating in the National DPP lifestyle intervention]? **(27d)**

Now, in terms of referring your patients to a National DPP lifestyle intervention... based on what we have seen and discussed today...

1. Do you see yourself doing this...or something like it? Why/why not? **(26d)**
  - a. Do you plan to [refer your patients to a National DPP lifestyle intervention]? **(7f)**  
**AND/OR**
  - b. Do you plan to [seek more information about the National DPP lifestyle intervention]? **(7f)**
2. How feasible is it that you would try to do this? Please explain. **(39d)**
  - a. What makes it hard to do this? **(57d)**
  - b. What would make it easier for you to do? **(51d)**

Finally, thinking about all the materials and information you have seen today...

3. Is there anything that could be changed to make it more likely you would be motivated to [refer your patients to a National DPP lifestyle intervention]? **(10f).**

**X. WRAP-UP (1 minute)**

On behalf of the Centers for Disease Control and Prevention, I wish to thank all of you for your participation today.