

Audience Research on Self-Management Education

Attachment 3 to the HMTS Expedited Review Form

Contents

Attachment 3a: Phase I Moderator’s Guide.....1
Attachment 3b: Phase II Moderator’s Guide.....7

Attachment 3a: Phase I Moderator's Guide

Audience Research on Self-Management Education

Attachment 3a to the HMTS Expedited Review Form

May 16, 2013

Moderator's Guide for Phase I Focus Groups: Preliminary Concept and Channels Testing

I. Introduction

(5 minutes)

A. Introduction

- *Moderator's introduction*
 - o *Hello. My name is _____. I do not work for FHI 360 or the Centers for Disease Control and Prevention. I am an independent consultant.*
- *Welcome participants*
 - o *Thank you for coming here today and agreeing to participate in this discussion.*
- *Anonymity*
 - o *Your name will not be mentioned in any of the reports.*

Public Reporting Burden Statement

Public reporting burden of this collection of information is estimated to average **90** 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).

B. Procedural Details

- *Audio Taping*
 - o *Since we are recording the discussion, I asked that you 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 keep the recordings in a locked cabinet. The recordings will be destroyed by December 2016.*
- *One-way mirror*
 - o *As you can see, behind me is a one way mirror. My colleagues are back there listening to our discussion, mainly to make sure that I cover everything that we want to discuss today.*
- *Restrooms*
 - o *If you need to go to the restroom, please leave one at a time.*
- *Turn off cell phones and pagers*
 - o *Please turn off all cell phones and pagers.*

II. Self Introductions (5 minutes)

Everyone here has something in common; everyone has one or more chronic condition or ongoing health problem, such as asthma, arthritis, diabetes, and/or heart disease. 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
- What ongoing health problem(s) are you experiencing?
- One activity you like to do to keep you or your family healthy.

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.

We've asked you to be in this discussion to get your feedback on some statements, messages or ideas related to health. Over the course of our discussion today, I will show you some draft ad ideas that might appear on TV, radio, or in a magazine. These ideas will be revised and improved before the public will see them. After I show 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 developing any of the materials from the CDC, so feel free to tell me what you really think. All of your comments, whether positive or negative, are welcome.

IV. Warm Up – Health Information Seeking (15 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 might turn to when looking for health-related information.

1. Have you ever looked for health information from any source?
 - Yes
 - No

 - Where do you get your information about [health]? (Probe for sources such as media, family, friends, church)
2. Think about the most recent time you looked up information on [your chronic disease or condition] from any source. About how long ago was that? [Days ago/Weeks ago/Months ago/Years ago/Never]
3. What type of information were you looking for in your most recent search?
 - Organizations that focus on [your chronic disease or condition]
 - Causes or risk factors for [your chronic disease or condition]
 - Coping or dealing with [your chronic disease or condition]
 - Diagnosis of [your chronic disease or condition]
 - Information on [your chronic disease or condition]
 - Paying for medical care/insurance
 - Prognosis/recovery from [your chronic disease or condition]
 - Screening/testing/early detection of [your chronic disease or condition]
 - Symptoms of [your chronic disease or condition]
 - Treatment/cures for [your chronic disease or condition]
 - Where to get medical care for [your chronic disease or condition]
 - Information on complementary alternative or unconventional treatments for [your chronic disease or condition]
 - Other: _____

As I mentioned at the beginning of our discussion, we are going to look at draft ad ideas that introduce you to the idea of managing your ongoing health problem(s). Some refer to this as self-management education. The official definition of self-management education is interactive educational programs specifically designed to enhance self-management of a health problem.

The goal of self-management education is to teach individuals how to live well with one or more chronic conditions such as, [conditions reported by participants in the introductions].

4. Is [self-management education] a topic on which you seek out information? If so, how?
 - a. What type of information are you seeking?
 - b. Where might you seek out information?
 - c. Where would you turn first for information?
5. Has your doctor talked with you about [self-management education]? What did he/she tell you?

V. REACTIONS TO MESSAGES

(45 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.

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

6. What do you think of this idea?
 - 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?
 - b. Are there any words or phrases here that you think are especially attention-getting or appealing?
7. If you saw or heard this message, would it get your attention? Why or why not?
8. What is the main idea that this message is trying to get across, in your own words?
 - a. How well do you think the main idea comes across?
 - b. Was this a new idea or something that you've heard before?
9. Is this message believable or not? Why or why not?
 - a. [If not believable] What additional information would you need in order to more strongly believe this message?
10. Who would you say they are trying to reach?
 - a. Does it seem like this message is talking to you, and people like you? Or someone else?
 - b. What in the message suggested it was talking to you and people like you or someone else?

11. Are there any words or phrases that bother you or that you think should be said differently?
12. Do you like the way it is written? [Probe: tone, language/style, etc.] Is it easy to read?
 - a. Is there anything confusing, unclear, or hard to understand?
13. Does this message make you want to do anything?
 - a. Does this motivate you to take action?
 - b. Would this make you interested in finding out about [INSERT health topic or behavior] in your community?

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

[Ask after showing all of the messages]

14. What are some places where you might notice messages like these?

VI. CHANNELS

(10 minutes)

15. 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?
 - a. How about from family and friends?
 - b. How about in newspapers or magazines?
 - c. How about on the radio?
 - d. How about on the Internet?
 - e. How about on television?
 - f. How about from government health agencies?
16. In general, how much would you trust information about health or medical topics from a doctor or health care professional? Would you say a lot, some, a little, or not at all?
17. What are some of the ways you have gotten information about [self-management education] prior to today? [Probe: role of media, word-of-mouth, other.]
18. When it comes to [self-management education], are there any organizations that you would really trust as a reliable source of information?
19. What makes them a trusted source of [self-management education] information?

20. What types of information would you like to receive regarding [self-management education]? What would be the most effective way or format to provide this information? (Probes: Video? Educational pamphlets? Community/public meetings? Internet?)

VII. WRAP-UP

(5 minutes)

- Check with clients for any additional questions.
- Thank and dismiss participants.

Attachment 3b: Phase II Moderator's Guide

Audience Research on Self-Management Education

Attachment 3b to the HMTS Expedited Review Form

April 10, 2013

Moderator's Guide for Phase II Focus Groups: Revised Concept and Channels Testing

I. Introduction (5 minutes)

A. Introduction

- *Moderator's introduction*
 - o *Hello. My name is _____. I do not work for FHI 360 or the Centers for Disease Control and Prevention. I am an independent consultant.*
- *Welcome participants*
 - o *Thank you for coming here today and agreeing to participate in this discussion.*
- *Anonymity*
 - o *Your name will not be mentioned in any of the reports.*

B. Procedural Details

- *Audio Taping*
 - o *Since we are recording the discussion, I asked that you 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 keep the recordings in a locked cabinet. The recordings will be destroyed by December 2016.*

Public Reporting Burden Statement

Public reporting burden of this collection of information is estimated to average **90** 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).

- *One-way mirror*
 - o *As you can see, behind me is a one way mirror. My colleagues are back there listening to our discussion, mainly to make sure that I cover everything that we want to discuss today.*
- *Restrooms*
 - o *If you need to go to the restroom, please leave one at a time.*
- *Turn off cell phones and pagers*
 - o *Please turn off all cell phones and pagers.*

II. Self Introductions (5 minutes)

Everyone here has something in common; everyone has one or more chronic condition or ongoing health problem, such as asthma, arthritis, diabetes, and/or heart disease. 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
- What ongoing health problem(s) are you experiencing?
- One activity you like to do to keep you or your family healthy.

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.

We've asked you to be in this discussion to get your feedback on some statements, messages or ideas related to health. Over the course of our discussion today, I will show you some draft ad ideas that might appear on TV, radio, or in a magazine. These ideas will be revised and improved before the public will see them. After I show 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 developing any of the materials from the CDC, so feel free to tell me what you really think. All of your comments, whether positive or negative, are welcome.

IV. Warm Up – Health Information Seeking

(15 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.

- Have you ever looked for health information from any source?
 - Yes
 - No
1. Where do you get your information about [health]?
 - Probe for sources such as media, family, friends, church
 2. Think about the most recent time you looked up information on [your chronic disease or condition] from any source. About how long ago was that? [Days ago/Weeks ago/Months ago/Years ago/Never]
 3. What type of information were you looking for in your most recent search?
 - Organizations that focus on the [your chronic disease or condition]
 - Causes or risk factors for [your chronic disease or condition]
 - Coping or dealing with [your chronic disease or condition]
 - Diagnosis of [your chronic disease or condition]
 - Information on [your chronic disease or condition]
 - Paying for medical care/insurance
 - Prognosis/recovery from [your chronic disease or condition]
 - Screening/testing/early detection of [your chronic disease or condition]
 - Symptoms of [your chronic disease or condition]
 - Treatment/cures for [your chronic disease or condition]
 - Where to get medical care for [your chronic disease or condition]
 - Information on complementary alternative or unconventional treatments for [your chronic disease or condition]
 - Other: _____

As I mentioned at the beginning of our discussion, we are going to look at draft ad ideas that introduce you to the idea of managing your ongoing health problem(s). Some refer to this as self-management education. The official definition of self-management education is interactive educational programs specifically designed to enhance self-management of a health problem. The goal of self-management education is to teach individuals how to live well with one or more chronic conditions such as, [conditions stated by participants in the introductions].

4. Is [self-management education] a topic on which you seek out information? If so, how?
 - a. What type of information are you seeking?
 - b. Where might you seek out information?
 - c. Where would you turn first for information?
5. Has your doctor talked with you about [self-management education]? What did he/she tell you?

V. REACTIONS TO MESSAGES

(40 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.

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

6. What do you think of this idea?
 - 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?
 - b. Are there any words or phrases here that you think are especially attention-getting or appealing?
7. If you saw or heard this message, would it get your attention? Why or why not?
8. What is the main idea that this message is trying to get across, in your own words?
 - a. How well do you think the main idea comes across?
 - b. Was this a new idea or something that you've heard before?
9. Is this message believable or not? Why or why not?
 - a. [If not believable] What additional information would you need in order to more strongly believe this message?
10. Who would you say they are trying to reach?
 - a. Does it seem like this message is talking to you, and people like you? Or someone else?
 - b. What in the message suggested it was talking to you and people like you or someone else?
11. Are there any words or phrases that bother you or that you think should be said differently?
12. Do you like the way it is written? [Probe: tone, language/style, etc.] Is it easy to read?

- a. Is there anything confusing, unclear, or hard to understand?
13. Does this message make you want to do anything?
- a. Does this motivate you to take action?
 - b. Would this make you interested in finding out about [INSERT health topic or behavior] in your community?

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

14. On a scale from 1 to 10 where 1 is not at all appealing and 10 is extremely appealing, how would you rate this [message]?

VI. Comparison of Messages

(5 minutes)

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]

15. Do you think one is more appealing than the others? Which? Why/why not?
- a. What about this particular one is most engaging?
 - b. What makes this message most effective?
16. Did any of the concepts turn you off? What was it about the statement/s that turned you off?
- a. What could be changed to make it more effective?

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

17. How do you feel about CDC as the source of this information?

VII. CHANNELS

(10 minutes)

18. What are some places where you might notice messages like these?
- a. Are there some places in particular that you would be most likely to notice and pay attention to these messages?

19. 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?
- g. How about from family and friends?
 - h. How about in newspapers or magazines?
 - i. How about on the radio?
 - j. How about on the Internet?
 - k. How about on television?
 - l. How about from government health agencies?
20. In general, how much would you trust information about health or medical topics from a doctor or health care professional? Would you say a lot, some, a little, or not at all?
21. What are some of the ways you have gotten information about [self-management education] prior to today? [Probe: role of media, word-of-mouth, other.]
22. When it comes to [self-management education], are there any organizations that you would really trust as a reliable source of information?
23. What makes them a trusted source of [self-management education] information?
24. What types of information would you like to receive regarding [self-management education]? What would be the most effective way or format to provide this information? (Probes: Video? Educational pamphlets? Community/public meetings? Internet?)

VII. WRAP-UP

(5 minutes)

- Check with clients for any additional questions.
- Thank and dismiss participants.