

ATTACHMENT A: Protocol Summary
CDC Message Testing: Radiation Emergencies Infographics
(Focus Group)

Goal:

Explore the effectiveness of radiation emergency infographics prepared for the CDC Radiation Emergencies website.

Objectives:

1. Determine whether infographics effectively communicate radiation emergency topics.
2. Evaluate the extent to which infographics are relevant, comprehensible, credible, appealing, & motivate desired actions.

Target Audience: The target audience for this research is the public.

Selected Infographics:

CDC has developed 12 infographics for the Radiation Emergencies website on various topics. These infographics will be rotated among the focus groups to ensure the groups do not last longer than 90 minutes.

Protective Actions:

- Where to Go in a Radiation Emergency
- Decontamination for Yourself and Others

Radiation Emergencies and Health:

- Radiation and Pregnancy
- Radiation Contamination Versus Exposure
- How Potassium Iodide (KI) Works

- How Prussian Blue Works

Types of Radiation Emergencies:

- Improvised Nuclear Device
- Dirty Bomb or Radiological Dispersal Device
- Radiological Exposure Device
- Nuclear Power Plant Accident
- Transportation Accident
- Occupational Accident

OMB Approval:

CDC will seek OMB approval through its existing broad-based agency approval for message testing [Health Message Testing System (HMTS)]. CDC is encouraged to use questions from a pre-approved question bank in developing data collection instruments. Questions from the pre-approved question bank will focus on the following areas:

- Comprehension
- Initial Impressions
- Believability
- Persuasiveness
- Self-protection motivation/Self efficacy
- Content & Wording
- Appearance

Methodology:

Data will be collected using focus groups with up to 96 total participants recruited by commercial market research firms. Three focus groups will be held in four major metropolitan areas across the country, for a total of twelve focus groups.

Each focus group will have between 6 & 8 participants & is expected to last about 90 minutes. A professional moderator will guide the discussion of the focus groups.

The focus groups will be audio-recorded & transcripts will be prepared from these recordings. Interested observers may choose to attend focus groups in person or view them with live video streaming technology.