

Audience Research on Self-Management Education Phase III

Attachment 3 to the HMTS Expedited Review Form

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Attachment 3: Moderator's Guide

Audience Research on Self-Management Education Phase III

Public reporting 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 Reports Clearance Officer, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-XXXX).

I. Introduction

(5 minutes)

A. Introduction

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

B. Procedural Details

- *Audio Taping (speak one at a time)*
- *One-way mirror*
- *Refreshments*
- *Restrooms (leave one at a time)*
- *Turn off cell phones & pagers*
- *Today's discussion will last about 90 minutes*

II. Self-Introductions

(10 minutes)

Moderator: *Everyone here has something in common; everyone has one or more chronic condition 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:*

1. Your first name
2. What ongoing health problem (s) are you experiencing?
3. One activity you like to do to for fun.

III. Purpose

(5 minutes)

Moderator: *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, and will last for about 90 minutes.

We've asked you to be in this discussion to get your feedback on some materials and ideas related to health. Over the course of our discussion today, I will show you some draft 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 (10 minutes)

Moderator: *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
2. Where do you get your information about [INSERT health topic or behavior]?
 - Probe for sources such as media, family, friends, church

Moderator: *As I mentioned at the beginning of our discussion, we are going to look at draft ad ideas that introduce you to learning how to better manage your ongoing health condition(s). Some refer to this as self-management education. The official definition of self-management education is the “interactive educational program 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 in the introductions].”*

V. REACTIONS TO MATERIALS
[Print Ad(s), Radio Ad (script), web banner]

(45 minutes)

Moderator: *Now I would like to show you or read to you several materials or ideas and ask you some questions to get your thoughts on each of them.*

I would like to start by reading/showing you the following [SHOW FIRST MATERIAL].

1. What would you expect to find on a website that discusses SME?
2. What is your first impression of this [material/radio ad]?
 - a. Do you like it? Not like it? What makes you say that?
3. If you [**saw** this material/**heard** this radio ad], would it get your attention? Why or why not?
 - b. What about this [material/radio ad] catches your attention?
 - c. Does anything about it not interest you?
4. In your own words, what is the main idea that this [material/radio ad] is trying to get across?
5. Do you like the way it is written? [Probe: tone, language/style, etc.]
 - d. Is it easy to read? [Probe: Font too big? Too small? Too dense?]
6. Is there anything confusing, unclear, or hard to understand?
 - e. How could this information be conveyed more effectively?
7. Who would you say they are trying to reach?
 - f. [Probe] Does it seem like this message is talking to you, and people like you? Or someone else?
 - g. [Probe] What in the message suggested it was talking to you and people like you or someone else?
8. Does this [material/radio ad] make you want to do anything?
 - h. If so, what?
 - i. [Probe - if not motivating] Is there anything we can add to the material to make you want to do something?
9. Does this web page include what you expected to see?

[For materials with LOGOS and TAGLINES]

LOGO

1. How appealing is this logo?
 - a. How likely is it that a logo like this will help draw your attention and curiosity?
2. How do you feel about the colors and graphics? What do you like/dislike about them?
 - a. Are there things about the logo that you think is particularly attention getting?
3. Looking at the logo, would you say it fits in with what the material is trying to convey?

[AFTER VIEWING ALL LOGOS] COMPARISON OF LOGOS

3. Now that you have seen all of these ideas, which one is most appealing?
4. Do you think one logo fits with the material better than others? Which? Why/why not?

TAGLINE

1. What are your thoughts about the tagline?
2. What does this tagline mean to you?
3. Does the tagline fit with the rest of the material?
4. Does this change what you think about the material in any way—[listen for, e.g., who sponsored it, where to get more information, etc.]?

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

VI. LANDING PAGE

(10 minutes)

Moderator: *As you may have noticed, the materials we have already looked at include a URL or web address. Now I would like an example of a website page and ask you some questions to get your thoughts about it.*

10. What is your overall impression of this web page?
 - a. Is there anything you especially liked about this?
 - b. Is there anything you would change about this?
11. Did this web page include what you expected to see?
12. What is your general reaction to the way this looks? [Probe: colors, font style, images]
13. How appealing is the layout of this web page?
 - a. What do you like?
 - b. What do you dislike about this layout?
14. Do you like the way it is written? [Probe: tone, language/style, etc.]
 - a. Is it easy to read? [Probe: Font too big? Too small? Too dense]?
15. Is there anything confusing, unclear, or hard to understand?
 - a. How could this information be conveyed more effectively?
16. What would you expect to find on this type of page?

VIII. WRAP-UP

(5 minutes)

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