

CUSTOMER SERVICE SURVEY
PRECONCEPTION HEALTH ADCEPTS

Welcome

Thank you very much for participating in this survey to give your opinions on possible advertisements (ads) for promoting women's health. Your opinions are very important to us.

Study Objectives

This survey is sponsored by the Centers for Disease Control and Prevention (CDC). CDC is a federal government agency that works to protect health and promote quality of life through the prevention and control of disease, injury, and disability.

There are no right or wrong answers. We want to know your honest ideas and opinions.

Your identity and your answers will remain secure.

Informed Consent

- Your participation in this survey is voluntary. If any question makes you feel uncomfortable, you do not have to answer it. You can also choose to end your participation at any time.
- We will write a summary report of the findings from all of the survey respondents. Your name won't be used.
- If you have any questions regarding this survey, there are telephone numbers that you can call. If you have questions about your rights as a survey participant, you may call our Office of Research Protection, toll-free at 1-866-214-2043. If you have questions about the survey, in general, you may call the study director, Dr. Linda Squiers, at 919-597-5128.

Do you agree to participate in the study?

- Yes
- No (discontinue)

Introduction

The purpose of this survey is to get your opinion about different ways of presenting information on preconception health.

Preconception health refers to a woman's health during the years she can have a child. A woman's health before she gets pregnant can affect the health of her baby.

Preconception health applies to women who have never been pregnant, and also to women who could become pregnant again, including women who may not be planning a pregnancy at this time.

The public reporting burden of this collection of information is estimated to average 25 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 (0920-0919)**

SECTION 1: KNOWLEDGE AND ATTITUDES (3 items)

1. Before today, had you ever heard of “preconception health”?

- Yes
- No

2. When do you think a woman should start practicing preconception health behaviors?

- 1 month before she gets pregnant
- 2-3 months before she gets pregnant
- 4-6 months before she gets pregnant
- 7-11 months before she gets pregnant
- 12 months (1 year) or more before she gets pregnant
- Women do not have to do anything special BEFORE getting pregnant

3. Please indicate how much you agree or disagree with this statement.

A woman’s health *before* she gets pregnant can affect the health of her baby.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

SECTION 2: TESTING INDIVIDUAL ADS

Planners will see ads P1-P4 in random order.

Non-planners will see non-planner ads NP1-NP4 in random order.

Ads will be tagged so RTI knows which responses go with which ads.

[FOR EACH AD, DISPLAY RESPONSE OPTIONS AS A GRID]

Next, we'd like to ask your opinions about a few ads that we have developed.

On a scale of 1 to 5, where 1 means "STRONGLY DISAGREE" and 5 means "STRONGLY AGREE," please indicate how much you agree or disagree with each statement about this ad.

	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
	1	2	3	4	5
4a. This ad is worth remembering					
4b. This ad grabbed my attention					
4c. This ad is powerful					
4d. This ad is informative					
4e. This ad is meaningful to me					
4f. This ad is convincing					

On a scale of 1 to 5, where 1 means "not at all" and 5 means "very," please indicate how much the ad made you feel...

	Not at all				Very	Respondent Skip
	1	2	3	4	5	
4g. Hopeful						
4h. Stressed						
4i. Motivated						
4j Sad						
4k. Scared						
4l. Happy						

REPEAT ITEMS FOR EACH SET: 5a-J; 6a-J; 7a-J

SECTION 3: HEADLINE AND TAGLINE COMPARISONS (2 items)

Respondents can use a magnifying glass tool to review each ad.

Please read all of the messages within each ad. Click on the images below to enlarge.

<u>PLANNERS</u>	Show your Love: Your Baby Will Thank You For It	A Woman's Window of Opportunity Improves with Good Health: Your Window. Your Wellness	Take Baby Steps: Your Baby Will Thank You For It	Baby Steps for a Healthy Baby: A Healthy Baby Begins Now and Begins with You
8a. Which message do you think best represents the idea that a woman's health before she gets pregnant can affect the health of her baby?				
8b. Which message do you like the most overall?				

<u>NON-PLANNERS</u>	Show Your Love: Your Body Will Thank You for It	With Good Health, A Woman's Future is Open to Endless Possibilities: Your Window, Your Future.	Take Steps: Take Steps Now, Your Body Will Thank You For It	Take Steps: If You Take Steps Now You'll be Prepared for Just About Anything
9a. Which message do you think best represents the idea that taking care of your health now will help you achieve your goals and have a healthy future?				
9b. Which message do you like the most?				

SECTION 4: FEEDBACK ON TEXT IN ADS.

PLANNERS WILL GET PLANNER TEXT AND NON-PLANNERS WILL GET NON-PLANNER TEXT.

10. Please review the text below and use the highlighting tool to choose any words that you find unclear or confusing? To use the highlighting tool, simply click on the words that you find unclear or confusing.

NON-PLANNER TEXT

What steps can you take to be at your best?

- Choose behaviors like eating a healthy diet, being physically active and taking folic acid every day.
- Stop smoking, using street drugs, and drinking excessive amounts of alcohol.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions.
- Make sure your vaccinations are up-to-date.
- Get mentally healthy.
- Get regular checkups at least once a year.
- Use effective birth control to prevent pregnancy.

PLANNER TEXT

What is preconception health?

- Preconception health refers to a woman's health during the years she can have a child.
- A woman's health before she gets pregnant can affect the health of her baby.

What can you do?

- Choose behaviors like eating a healthy diet, being physically active and taking folic acid every day.
- Stop drinking alcohol, smoking, and using street drugs.
- Get screened and tested for possible medical problems like infections or diabetes.
- Talk with your doctor about how to best manage your medical conditions with pregnancy in mind.
- Make sure your vaccinations are up-to-date.
- Get mentally healthy.

SECTION 5: COMPARISON OF PAIRED ADS (PLANNER VS. NON-PLANNER)

EACH RESPONDENT WILL SEE THESE 4 SETS TOGETHER.

**P1 AND NP1
P2 AND NP2
P3 AND NP3
P4 AND NP4**

DISPLAY SETS IN RANDOM ORDER.

You are going to see 4 pairs of ads for advertisements. Each ad is a little different from the other. For each pair, please select the ad you prefer.

- 11a. Which ad do you like best?**
- 11b. Which ad is made for someone like you?**

SECTION 6: COMPARISON OF LOGOS (3 items)

SHOW 4 LOGOS IN RANDOM ORDER.

Which of the following 4 logos

- 12a. grabs your attention the most?**
- 12b. appeals to you the most?**

SHOW LOGO RESPONDENT SELECTS IN 12B IN 3 DIFFERENT COLOR SCHEMES

- 13. Of the 3 color schemes below, which color scheme appeals to you the most?**

SECTION 7: CONTRACEPTIVE USE AND HEALTH CONDITIONS (10 items)

Next, we'd like to ask a few more questions about you.

14. Have you been diagnosed by a physician or other qualified medical professional with any of the following medical conditions?

- Depression, anxiety disorder or other mental health condition
- Diabetes
- Epilepsy/Seizures
- Heart disease
- High blood pressure
- High cholesterol
- HIV/AIDS
- Hypothyroidism (underactive thyroid)
- Maternal phenylketonuria
- Obesity
- Sexually transmitted infection (e.g., herpes, genital warts, chlamydia)
- None of these

15. Thinking of all the times you have had sexual intercourse during the past 6 months. How many of those times did you or a partner of yours use birth control, that is, something to prevent you from getting pregnant?

- none of the time
- some of the time
- half of the time
- most of the time
- all of the time

Q15 is ASKED TO ALL RESPONDENTS WHO SELECT ANY RESPONSE OTHER THAN "ALL OF THE TIME" IN Q14.

16. What are your reasons for not using birth control method all of the time? Check all that apply

- I am trying to get pregnant
- I don't mind if I get pregnant
- I don't think I can get pregnant at this time
- I had side effects from the birth control method I was using
- I had problems getting birth control when I needed it
- My husband or partner doesn't want to use anything

SECTION 8. BACKGROUND AND DEMOGRAPHICS

17. What is the highest level of education you have completed?

- Grade school
- Less than high school graduate/some high school
- High school graduate or completed GED
- Some college or technical school
- Received four-year college degree
- Some post graduate studies
- Received advanced degree

18. What is your current occupational status? Would you say...?

- Employed full time
- Employed part time
- Unemployed
- Homemaker
- Student
- Retired
- Disabled
- Other: _____

19. What is your marital status?

- Married
- Unmarried living with a partner
- Divorced
- Widowed
- Separated, or
- Single, never been married

20. What type of medical insurance coverage best describes what you currently have?

- Private insurance plan through employer or self pay
- Medicaid or other public program
- Military/TRICARE
- Not Applicable (Uninsured)

21. Have you ever been pregnant?

- Yes
- No

21a. [If yes] How long ago was your most recent pregnancy?

- Less than a year ago
- 1-2 years ago
- 3-5 years ago
- More than 5 years ago

21b. How many children under the age 18 are living in your household?

- None
- 1-2 children
- 3-4 children
- 5 or more children

“This is the end of the survey. Thank you for taking time to complete it.”