



Appendix-D Pre-test

Moderator Expanded Topline Notes:

“Make the Call” Question Evaluation

Survey Questions

Prepared for:

Office of Women’s Health

Prepared by:

Dana Newton, InsideOut Insights, LLC.

On behalf of Harris Interactive

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Study Logistics

One face to face Focus Group was conducted on January 25, 2012 among women, ages 25+ in Bethesda, Maryland. A total of nine women participated representing a good mix of age, ethnicity and region (where individual grew up).

American Heart Association/Office of Women's Health Survey Evaluation

The following section exposes a series of quantitative questions to respondents and asks them to provide feedback on each one independently. Respondents were asked to provide initial reactions to the question, feedback on anything that might be confusing and suggest changes or improvements.

Q1. Based on what you know, what warning signs do you associate with having a heart attack?
[PLEASE SELECT ALL THAT APPLY]

- Chest pain
- Fatigue
- Nausea
- Pain that spreads to the shoulders, neck or arms
- Shortness of breath
- Tightness of the chest
- Other (specify_____)

REACTION:

1. Chest pain is perceived to be too vague. Many feel that chest pain can be about lots of things and suggest changing it to *tightness of chest*.
2. The response option "Fatigue" doesn't seem to fit for some. Perhaps use a general term like "weakness" or "lightheaded/dizzy" as an alternative.
3. They suggest adding a few response options as well such as:
 - o Blurred vision
 - o Dizziness
 - o Sweating/Hot flashes

Q2. If you thought you were experiencing signs of a heart attack, what is the first thing you would do? [PLEASE SELECT ONLY ONE RESPONSE]

Take an aspirin

Call your doctor

Call a family member

Call 911

Go to the hospital

Other (specify_____)

REACTION:

1. Respondents primarily have suggestions for adding response options to this question. They include:
 - Tell someone/ask for help/call for help/ask someone to check on you
 - Research – Google or YouTube it
 - Try and relax or do some stretching/deep breathing/laying down

Q3. I am going to read you a list of possible symptoms that may or may not be associated with a heart attack. Based on what you know, is (ITEM) a symptom of a heart attack?

1. Yes
 2. No
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1. Having a fever
 2. Chest pain or discomfort
 3. Unusual upper body discomfort
 4. Shortness of Breath
 5. Ringing in your ear
 6. Breaking out in a cold sweat
 7. Unusual or unexplained fatigue or tiredness
 8. Breaking out in hives
 9. Lightheadedness or sudden dizziness
 10. Nausea or feeling sick to your stomach

REACTION:

1. Some women suggest adding language that indicates it is an unusual or out of the ordinary feeling.
2. Respondents suggest adding the following response options to this question:
 - a. Numbness of the limbs
 - b. Confusion/foggy brain
 - c. Being disoriented
3. Some think the word *lightheadedness* is clumsy to read and suggest using the word vertigo instead
4. 'Chest pain or discomfort' (#2) and 'Unusual upper body discomfort' (#3) seem redundant to some.

Q4. Now, I would like to read you some reasons other women have told us why they would not call 911 as the first action they would take if they thought they were experiencing symptoms of a heart attack. As I read each one, please tell me how much you agree or disagree that it is a reason you would not call 911 if you thought you were experiencing symptoms of a heart attack. (READ ITEM) – Do you agree strongly, agree somewhat, disagree somewhat or disagree strongly?

1. Agree strongly
2. Agree somewhat
3. Neither agree or disagree
4. Disagree somewhat
5. Disagree strongly

1. I can't afford it or don't have health insurance
2. I have responsibility for other people or things
3. I would be embarrassed to have an ambulance outside my house
4. I don't want to be a burden to my friends or family
5. I would worry about the appearance of myself or my home
6. I am uncomfortable asking for help
7. I might not be sure if my symptoms were really symptoms of a heart attack
8. I would worry that doctors and nurses would not take my concerns seriously
9. I believe that I should call my doctor first before calling 911
10. I believe that I should take an aspirin first before calling 911
11. I feel like I should call a family member or a friend first
12. I believe there is a better way for me to get to the hospital

REACTION:

1. Some respondents state that #7 ("I might not be sure if my symptoms were really symptoms of a heart attack") is unclear.
2. Others suggest the list could be reduced because it is long and arduous to read through.
3. Response option #5 'I would worry about the appearance of myself or my home seem foolish to some.
 - a. In fact, several respondents agree that response option #3 (I would be embarrassed to have an ambulance outside my house) and #5 (I would worry about the appearance of myself or my home) seem like the same answer.
4. Several respondents suggest adding the following response options:
 - a. Embarrassed that neighbors will wonder what is going on
 - b. Embarrassed that I am making a big deal about nothing
5. A few respondents feel that the expense of dialing 911 is a deterrent and suggest changing response option #1 (I can't afford it or don't have health insurance) to: 'Don't want to incur the cost of having an ambulance come to the house'.

Q5. In the past twelve months, have you seen, read or heard an advertisement about symptoms women might experience if they were having a heart attack and what steps they should take?

1. Yes
2. No

REACTION:

1. Overall, respondents had no additions or changes to this question.
2. Among these nine women they do not recall seeing the "Make a call" campaign.
3. Some mention seeing articles and receiving span emails and others mention seeing:
 - a. Red dress campaign
 - b. Ads for red ribbon
 - c. Billboard near RFK bus stop – women's symptoms are different
 - d. Bayer had a commercial
4. There is a general feeling among these women that there isn't enough public awareness information available about women's heart health and the symptoms of heart attacks in women.
5. When asked the follow up question: "*How would you ask the question to describe the ad we are talking about?*" respondents suggest the following:
 - The ad that says "make the call" or "don't make excuses"
 - The ad with images of women having a heart attack

Q6. Based on what you saw, read or heard in the advertisement about women and heart attack, how likely are you to (ITEM) – would you definitely do this, probably do this, you might or might not, you probably would not or you definitely would not?

1. Definitely would
2. Probably would
3. Might or might not
4. Probably would not
5. Definitely would not

1. Call 911 right away if you thought you were having symptoms of a heart attack
2. Talk to family or friends to educate them about symptoms of a heart attack
3. Encourage family or friends to call 911 if they think they are experiencing symptoms of a heart attack
4. Take your symptoms more seriously

REACTION:

1. Respondents suggest adding a few additional response options to this question:
 - a. I will learn more personally about the symptoms.
 - b. I will take more preventive measures to keep my heart healthy.
 - c. I will get educated about how to be heart healthy.