

ATTACHMENT 3H

Web Survey: Video Testing

CMV Web Survey¹: Video Testing DRAFT 4/23/12

INTRODUCTION

Thank you for agreeing to participate in the survey. This survey is being conducted on behalf of the Centers for Disease Control and Prevention (CDC) to learn more about parents' interactions with young children, views about childhood health conditions, and reactions to information materials CDC is creating for parents. Your answers will help guide future CDC materials and messages to parents.

Please answer questions as honestly as possible. There is no right or wrong answer and all your responses will be kept secure to the extent provided by law. This is a voluntary study and you can stop at any time. The survey will take about 15 minutes and if you're ready to begin, please click select the forward arrow at the bottom of your screen.

I. Baseline Awareness/Knowledge of CMV

1. When your youngest child was in diapers, how often did you wash your hands or use hand sanitizer after each of the following (where 1=never and 5=always)?

[RANDOMIZE]

	Never	Rarely	Some of the time	Most of the time	Always
a. After changing your child's dirty (poopy) diaper	1	2	3	4	5
b. After changing your child's wet (urine only) diaper	1	2	3	4	5

¹ Demographic information will be provided directly by Harris Interactive. We will not ask any additional demographic information beyond the screener questions.

Public reporting burden of this collection of information is estimated to average 11 minutes, 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)

c. After feeding your child	1	2	3	4	5
d. After handling household cleaning products	1	2	3	4	5
e. After shaking hands with a co-worker	1	2	3	4	5
f. After wiping your child's nose	1	2	3	4	5
g. After handling your child's toys	1	2	3	4	5

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2. When your youngest child was in diapers, how often did you do each of the following (where 1=never and 5=every day)?

[RANDOMIZE]

	Never	Rarely	1-2 days a week	3-5 days a week	Every day
a. Share food with your child (take bites from the same food)	1	2	3	4	5
b. Share the same cup with your child	1	2	3	4	5
c. Share eating utensils (knife, fork, or spoon) with your child	1	2	3	4	5
d. Take vitamins, including folic acid supplements	1	2	3	4	5
e. Kiss your child on their lips	1	2	3	4	5
f. Share towels or washcloths with your child	1	2	3	4	5
g. Share a toothbrush with your child	1	2	3	4	5
h. Put a pacifier in your child's mouth	1	2	3	4	5
i. Clean toys that come in contact with your child's mouth	1	2	3	4	5

3. Please indicate how familiar you are with each of the following health conditions (where 1=very familiar and 4=not at all familiar).

[RANDOMIZE]

	Very familiar	Somewhat familiar	Not very familiar	Not at all familiar
a. Congenital rubella syndrome	1	2	3	4
b. Beta strep (Group B strep)	1	2	3	4
c. HIV/AIDS	1	2	3	4
d. Congenital cytomegalovirus (CMV)	1	2	3	4
e. Down syndrome	1	2	3	4

f. Sudden infant death syndrome (SIDS)	1	2	3	4
g. Fetal alcohol syndrome	1	2	3	4
h. Autism	1	2	3	4
i. Spina bifida	1	2	3	4
j. Congenital toxoplasmosis (toxoplasmosis)	1	2	3	4
k. Parvovirus B19 (Fifth disease)	1	2	3	4

The following questions will focus on a specific birth defect, congenital cytomegalovirus commonly referred to as CMV.

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Programming Note:
 IF 3D=4, SKIP TO SECTION II
 ELSE, GO TO Q4

4. Please rank in order how likely it is for a pregnant woman to catch CMV from each of the following (where 1=most likely and 3=least likely).

[RANDOMIZE]

- 1. Toddler
- 2. Partner or spouse
- 3. Child who is in elementary school

5. Please indicate how much you agree or disagree with each of the following statements (where 1=strongly agree and 4=strongly disagree).

[RANDOMIZE]

	Strongly Agree	Agree	Disagr ee	Strongly Disagree
a. CMV can cause serious disabilities in an unborn child	1	2	3	4
b. CMV can cause serious disabilities to a woman who is pregnant	1	2	3	4
c. CMV can spread through urine	1	2	3	4
d. CMV can spread through saliva	1	2	3	4
e. CMV can cause heart defects	1	2	3	4
f. CMV can spread by casual contact with someone	1	2	3	4
g. CMV can cause hearing loss	1	2	3	4
h. CMV is about as common as Down Syndrome	1	2	3	4
i. CMV can spread through feces (poop)	1	2	3	4
j. If I were pregnant I would be worried about CMV	1	2	3	4
k. CMV is preventable	1	2	3	4
l. CMV can spread through hugging or cuddling	1	2	3	4

II. CMV Material: Message Appeal and Understanding

In the next section of the survey, we would like you to view a video. Please make sure the volume is turned up on your computer. Click the forward arrow to proceed when you are ready.

A. CMV Material: [EMBED VIDEO]

Once you have viewed the video please click on the forward arrow below to continue with the survey.

6. Were you able to view and hear the video?

YES
NO

7. Please rank in order how likely it is for a pregnant woman to catch CMV from each of the following (where 1=most likely and 3=least likely).

[RANDOMIZE]

1. Toddler
2. Partner or spouse
3. Child who is in elementary school

8. Thinking about the video you just saw, please indicate how much you agree or disagree with each of the following statements (where 1=strongly agree and 4=strongly disagree).

[RANDOMIZE]

	Strongly Agree	Agree	Disagree	Strongly Disagree
a. I am not like the person in the video	1	2	3	4
b. If I were pregnant I would definitely make some changes as a result of viewing this video	1	2	3	4
c. I thought the video was difficult to understand.	1	2	3	4
d. CMV can cause serious disabilities in an unborn child	1	2	3	4
e. CMV can cause serious disabilities to a woman who is	1	2	3	4

pregnant

f. CMV can spread through urine 1 2 3 4

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g. CMV can spread through saliva	1	2	3	4
h. CMV can cause heart defects	1	2	3	4
i. CMV can spread by casual contact with someone	1	2	3	4
j. CMV can cause hearing loss	1	2	3	4
k. CMV is about as common as Down Syndrome	1	2	3	4
l. If I were pregnant I would be worried about CMV	1	2	3	4
m. CMV is preventable	1	2	3	4
n. CMV can spread through hugging or cuddling	1	2	3	4
o. CMV can spread through feces (poop)	1	2	3	4

9. Based on what you have just seen about CMV in the video, how often do you think you would wash your hands or use hand sanitizer after each of the following in the future (where 1=never and 5=always)?

[RANDOMIZE]

	Never	Rarely	Some of the time	Most of the time	Always
a. After wiping your child's nose	1	2	3	4	5
b. After changing your child's wet (urine only) diaper	1	2	3	4	5
c. After handling your child's toys	1	2	3	4	5
d. After shaking hands with a co-worker	1	2	3	4	5

10. Thinking about what you have just seen about CMV in the video, how often do you think you would do each of the following in the future (where 1=never and 5=every day)?

[RANDOMIZE]

	Never	Rarely	1-2 days a	3-5 days a	Every day
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			week	week	
a. Share food with your child (take bites from the same food)	1	2	3	4	5
b. Share the same cup with your child	1	2	3	4	5
c. Share eating utensils (knife, fork, or spoon) with your child	1	2	3	4	5
d.					

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- e. Kiss your child on their lips 1 2 3 4 5
- f. Hug or cuddle your child

11. In the next week or so, how likely are you to do the following (where 1=very likely and 4=not at all likely):

	Very likely	Somewhat likely	Not too likely	Not at all likely
a. Talk to your friends/family about CMV	1	2	3	4
b. Look for more information about CMV (e.g., talk to your doctor or search the Internet)	1	2	3	4

IV. CMV Information Sources/Channels

The following questions ask about where you might expect to get information about CMV.

12. What do you think might be the best way or most effective channel for educating mothers about CMV? Please rate how effective each of following channels would be in getting CMV information to mothers like you.

Would you say they are very effective, somewhat effective, not too effective, or not at all effective...

	Very effective	Somewhat effective	Not too effective	Not at all effective
a. Pre-school/child care facility	1	2	3	4
b. Family/friends	1	2	3	4
c. Coworkers/neighbors	1	2	3	4
d. Doctor: OB-GYN				
e. Doctor: Pediatrician	1	2	3	4
f. Doctor: Primary Care Physician	1	2	3	4
g. Online: Health information portals (like WebMD)	1	2	3	4
h. Online: Search engines (like	1	2	3	4

	Google, Yahoo)				
i.	Online: Media sites (like BabyCenter.com, ParentsPlace.com)	1	2	3	4
j.	Online: Social media sites (like Facebook, Twitter, YouTube)	1	2	3	4
k.	Online: Blogs (like Mommy Blogs)	1	2	3	4
l.	Parenting magazines	1	2	3	4
m.					

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|---|---|---|---|---|
| n. Word-of-mouth
recommendations from other
mothers | 1 | 2 | 3 | 4 |
| o. Government agencies (like CDC) | 1 | 2 | 3 | 4 |
| p. Other (Specify):_____ | 1 | 2 | 3 | 4 |

IF Q18o=3 OR 4, GO TO Q18a. ELSE, GO TO THANK.

18a. In the previous question you marked some “Other” was as effective.
What other channel do you consider effective in getting CMV
information to mothers like you?

WRITE IN YOUR RESPONSE_____

THANK: Thank you for taking the time to answer these questions. Have a
nice day.