

Submission 0920-13ABP under
0920-0840 Formative Research and Tool Development

**Attachment 2d: Exploratory HIV Communication and Awareness
In-Depth Interview Guide**

Public reporting burden of this collection of information is estimated to average 1 hour 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: OMB-PRA (0920-0840)

Welcome

Thank you for coming today. Your participation is very important. I'm _____ and I'm from RTI, a non-profit research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this interview/focus group is to hear your views and opinions on important health topics concerning HIV/AIDS. Your insights are very important to us and your time today is appreciated. We will have about 1 hour for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are no right or wrong answers. We want to know your opinions and what you think about the issues we will be discussing. I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions.
- You have probably noticed the microphones in the room. They are here because we are audio taping. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the tape when writing the report.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain secure to the extent allowable by law. Your name, address, and phone number, which only the facility knows, will not be given to anyone and no one will contact you after this interview is over.
- There may be some sensitive questions asked during this discussion. If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.
- Be sure to only use first names during the discussion. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.
- Please turn your cell phone or beeper to vibrate or silent mode. The interview/focus group will last no more than 1 hour.
- If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.
- Do you have any questions before we begin?

Warm-up

Before we begin our discussion, let's spend a little time getting to know one another.

1. Please tell me your first name and an interesting fact about yourself.

HIV Awareness, Knowledge, Attitudes, Beliefs

2. Do you ever think about HIV? Do you ever worry about getting HIV?
 - What do you think about/worry about?
3. Do you think that people in your community worry about getting HIV? Tell me more about that.
4. How common do you think HIV is in your/the [insert] community? Why do you say that?
5. Is HIV a problem in your...
 - Neighborhood
 - Geographic location
 - Friends/social circles
6. How does a person get HIV? What puts someone at risk for it?
7. How can someone prevent himself/herself from getting HIV?
8. Who should get tested for HIV? How often should people get tested?
9. What questions do you have about HIV? What would you like to know more about?
 - How to prevent transmission
 - How it is transmitted
 - How it affects your body
 - How it can be treated
 - Difference between HIV and AIDS
 - Difference between treatment vs. cure
10. Now lets talk about some behaviors and I would like you to tell me how risky you think each behavior is for getting or giving HIV; very risky, somewhat risk, not risky. Also tell me why you think that for each behavior.
 1. Deep kissing
 2. Receptive anal sex with a condom
 3. Receptive anal sex without a condom
 4. Mutual masturbation
 5. Receptive oral sex (giving a blow job) with a condom
 6. Receptive oral sex (giving a blow job) without a condom
 7. Oral sex on a woman
 8. Insertive anal sex with a condom
 9. Insertive anal sex without a condom

10. Vaginal sex with a condom
 11. Vaginal sex without a condom
 12. [insert other behaviors here]
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11. Have you heard that HIV rates are higher in the [insert] population than in other populations in the U.S.? Where have you heard this? Do you believe this to be true?
 12. Are there certain groups within the [insert] population that are at higher risk for HIV than others? What groups? Why do you say/think that?
 - Are there certain groups that get the blame for spreading HIV? Which groups? Why is that?
 13. What are some things that you think may be contributing to the HIV problem in the [insert] community? What do you think about that? How common do you think it is in your community? Do you think this issue affects how people approach/think about sex? How?
 14. Where does HIV fit in with other things people have to worry about in their lives?
 15. How do people feel about the community's/government's response to HIV in the X community? Do you believe the government has your best interest in mind when dealing with HIV? What more should the government be doing?
 16. Do you think people trust that they can get the care they need if they have HIV?
 17. How do people in general feel about someone who has HIV?
 18. Do you think there is discrimination against people with HIV? [If needed ask for clarification: Are people who are HIV positive thought of or treated differently than people who are HIV negative?] Can you tell me more about that?
 19. If you were to test positive on a future HIV test, would you be afraid that you would be thought of or treated differently? How might you be thought of or treated differently, and by whom? [If necessary: How would your family react if you tested positive? How about your friends?]
 20. Thinking about your close circle of friends, would you describe them as being at high, medium, or low risk for getting HIV? Why?
 21. Give me an example/scenario of someone who is at high risk for HIV? Medium risk? Low risk?
 22. How about you? How would you describe your risk for getting HIV? Why do you say that?
 23. Have you heard about [HIV prevention/risk reduction topic]?
 24. What can you tell me about [HIV prevention/risk reduction topic]?

25. When you hear the word/term [insert], what do you think of? Are there specific terms or feelings that you associate with [insert]?
26. Tell me what you know about [insert].

HIV Communication and Talking

27. Do you and your friends talk about HIV? If so, what do you talk about?
28. Besides your friends, have you talked about HIV with anyone else? If so, who did you talk to? What did you talk about?
29. What are some advantages of talking about HIV with [partners, friends, family members, physicians, etc]?
30. What are some disadvantages of talking about HIV with [partners, friends, family members, physicians, etc]?
31. What makes it easy to talk about HIV with [partners, friends, family members, physicians, etc]?
32. What makes it difficult to talk about HIV with [partners, friends, family members, physicians, etc]?
33. Do you think your [partners, friends, family members, physicians, etc] would be supportive of talking about HIV? Why or why not?
34. What are the strategies you use to talk about HIV with your [partners, friends, family members, physicians, etc]?
35. How likely would you be to talk about HIV/AIDS with your [FAMILY/FRIENDS/PARTNER] in the next week or so?
36. Will you bring up the issue of HIV/AIDS the next time you visit your healthcare provider?
37. Do you ever look up information about HIV online? Where do you look for information?

38. Do you ever post or read about HIV on social networking sites? Tell me a little more about that.

Channels

39. Have you ever sought out information on HIV/AIDS?

40. What type of information were you seeking?

41. Where did you look for the information?

42. Where would you turn first for information?

43. Have you ever received HIV/AIDS information at a health fair or other event? If so, what was the event? Where was it?

44. How would you feel about getting HIV information in the following places?

- Community health clinic
- Doctor's office
- Church
- Health fair
- Work
- Sporting event

45. What other places can you think of that would be convenient places to get information about HIV?

46. When it comes to getting HIV information, who are the people/organizations you are most likely to trust/listen to? Who or what groups are you least likely to trust/listen to? Why?

47. How would you like to get this information?

48. When and where would you be most receptive to this information?

49. How would you feel about receiving HIV information combined with information about other STDs or sexual health more generally?

50. How important do you think it is to provide information on HIV to members of the [insert] community, in particular?

- What would be a good way to:
 - Raise awareness that they may be personally at risk?
 - Motivate them to protect themselves

51. What recommendations do you have for getting more people to think about and protect themselves from HIV?
52. Where do you go to get answers to your health questions? Any place else?
53. Who do you NOT trust to give you health information? Why?

HIV-Related Health Communications

54. Have you seen any advertisements about HIV/AIDS? If so, where and what did they say?
55. Tell me about the last advertisement you saw about HIV. Where was it and what did it say? What did you like about it? Dislike?
56. Did this ad get you to do anything or think about doing anything? What was that? Why or why not?
57. An advertising campaign may be created to promote [topic/behavior/strategy]. The campaign would be created for [INSERT TARGET POPULATION]. Let's talk about how you think the ads should be created.
 - What kinds of things should the ads say?
 - What would be important to tell people who read or hear the ads?
 - What would you want to hear/read in the ads?
58. What kinds of pictures would you like to see in the ads?
 - If pictures of people mentioned, ask, what ethnicity, age, and gender the person should be?
59. Should there be a celebrity endorsing the [insert action/goal]?
60. Would you look at it if it contained the CDC and HHS logos?
61. Where would you expect to see it?
62. Where would it need to be so that you would pay attention to it?
63. How do you prefer to see health information presented?
64. In what form (probe: posters, brochures, flyers)?
65. What kinds of promotional items would you use?
66. Do you like the idea of having material to take with you into a doctor's appointment or to take home?
67. Does this affect your likelihood to read the information? How?

Internet Usage

68. Do you use the Internet?
69. How would you feel about getting information about HIV testing/prevention on these sites?
- Blogs?
 - Social networking sites?
 - Fun sites?
 - Hook up or dating sites?
 - Other?
70. Would you trust HIV information coming from an ad on one of the sites you like to visit? Why or why not?
71. Would you go to a website that helped you decide [topic]?
72. Would you use a CDC website for information on [topic]? Why, why not?

Closing

Okay, we are pretty much out of time. Do you have any last thoughts?

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.