

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

Attachment 2t: Intercept Interview Guide

Public reporting burden of this collection of information is estimated to average 20 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: OMB-PRA (0920-0840)

Intercept Interview Guide

The intercept interview guide will only be used to test messages, concepts and materials and will be the same for all participants regardless of the type of campaign being developed.

Introduction

Hello, my name is _____. I work for RTI International, a nonprofit research organization. We have been hired by the Centers for Disease Control and Prevention (CDC), a federal government agency, to get people's response to informational material that is under development concerning HIV/AIDS. We are not selling anything. If you are interested, we would ask you to sit down, look at the material that is under development, and then ask you some questions. This would take no more than 20 minutes and you would receive \$10 cash as a token of our appreciation..

First, are you 18 years of age or older?

[If yes, continue].

Great. We would like to invite you to participate in an interview. As I said, you will receive \$10 as a token of appreciation for your participation. Are you willing to participate?

Yes___ **[CONTINUE]** No___ **[THANK/END]**

Invitation

Thank you for agreeing to participate. As I mentioned, we want to get your opinion/feedback on material being developed by the Centers for Disease Control and Prevention. You will be looking at a material the CDC is thinking about using to help increase people's awareness of HIV/AIDS.

First I am going to show you draft material that the CDC has developed for their [NAME OF CAMPAIGN].

[Show material.]

1. How would you sum up in just a few words your first impression of this ad? Do you like it? Not like it? What makes you say that?
2. How do you feel about the images used in this ad? Are they helpful/engaging? Why/why not?
3. How do you feel about the colors and graphics? What do you like/dislike about them?
4. What is the main idea that this ad is trying to get across, in your own words?
5. How well do you think the main idea comes across?
6. Is there anything confusing, unclear, or hard to understand?
7. Are there any words or phrases that bothered you or that you think should be said differently?
8. Does this message make you want to do anything?
 - Does this motivate you to take action?
9. Would it make you think more about the HIV/AIDS epidemic?
10. Would it make you want to visit the website?
11. Do you plan to visit the website?
12. Have you ever heard of an organization called the Centers for Disease Control and Prevention or CDC?
13. How do you feel about CDC as the source of this information?
14. What do you think of having the logo of a governmental organization, such as the Centers for Disease Control and Prevention or CDC, on the ad?
15. If you had to give this ad a grade, like in school, where “A” is the best and “F” is a failing grade, what grade would you give this ad as a choice for a health education campaign?
16. What other comments would you like to make about this ad?

Next, I am going to read you several statements. For each statement, please tell me if you strongly disagree, disagree, neither agree or disagree, agree or strongly agree. To make it easier for you, I'm going to give you a card with the responses on it so that you can refer to it. Any questions?

Testing Media Messages

17. Overall, I liked this ad.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

18. I learned something new by looking at this ad.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

19. This ad was easy to understand.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

20. I am interested in this ad's topic.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

21. This ad grabbed my attention.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

22. I trust the information in this ad.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

23. This ad said something important to me.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

24. I think that the HIV/AIDS epidemic is a critical issue.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

25. People should make a strong effort to do something about the HIV/AIDS epidemic.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

Now I am going to show you some more draft material that the CDC has developed for their [NAME OF CAMPAIGN].

[Show material.]

- 26. How would you sum up in just a few words your first impression of this ad? Do you like it? Not like it? What makes you say that?
- 27. How do you feel about the images used in this ad? Are they helpful/engaging? Why/why not?
- 28. How do you feel about the colors and graphics? What do you like/dislike about them?
- 29. What is the main idea that this ad is trying to get across, in your own words?
- 30. How well do you think the main idea comes across?
- 31. Is there anything confusing, unclear, or hard to understand?
- 32. Are there any words or phrases that bothered you or that you think should be said differently?
- 33. Does this message make you want to do anything?
 - Does this motivate you to take action?
- 34. Would it make you think more about the HIV/AIDS epidemic?
- 35. Would it make you want to visit the website?
- 36. Do you plan to visit the website?
- 37. If you had to give this ad a grade, like in school, where “A” is the best and “F” is a failing grade, what grade would you give this ad as a choice for a health education campaign?
- 38. What other comments would you like to make about this ad?

Next, I am going to read you several statements. For each statement, please tell me if you strongly disagree, disagree, neither agree or disagree, agree or strongly agree. To make it easier for you, I’m going to give you a card with the responses on it so that you can refer to it. Any questions?

Testing Media Messages

39. Overall, I liked this ad.
Strongly Disagree -----> Strongly Agree

- 1 2 3 4 5 6 7
40. I learned something new by looking at this ad.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7
41. This ad was easy to understand.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7
42. I am interested in this ad's topic.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7
43. This ad grabbed my attention.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7
44. I trust the information in this ad.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7
45. This ad said something important to me.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7
46. I think that the HIV/AIDS epidemic is a critical issue.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7
47. People should make a strong effort to do something about the HIV/AIDS epidemic.
Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

Comparison of Concepts/Messages/Materials

48. Is one more likely than another to get your attention?
- To make you think about it afterwards?
 - If yes, what is it about the one that “works” for you (or someone else you care for or take care of, such as a spouse/partner, child, parent, relative, or friend)?

49. What could be changed to make it more effective?

Follow-up Questions

50. Where do you get your information about HIV/AIDS?
- Probe for sources such as media, family, friends, church
51. Is HIV/AIDS a topic on which you seek out information? If so, how?
- What type of information are you seeking?
 - Where might you seek out information?
 - Where would you turn first for information?
52. When it comes to HIV/AIDS, are there any organizations that you would really trust as a reliable source of information?

We've finished the main part of our interview. I would now like to ask you just a few questions about yourself.

53. Gender [**Record from observation**]
- Male
 - Female
54. In which of the following categories does your age fall:
- Under 18 years of age
 - 18-24 years of age
 - 25-34 years of age
 - 35-44 years of age
 - 45-54 years of age
 - 55-64 years of age
 - 65-74 years of age
 - 75 years of age or older
55. 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
 - Other: _____
56. Please tell me your race or ethnic background. Are you?

Ethnicity:

- Hispanic or Latino
- Not Hispanic or Latino

Race:

- White/Caucasian
- Black or African-American
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Asian

57. Which of the following categories best describes your total, annual household income?

- Under \$20,000/year
- \$20,001 – \$30,000/year
- \$30,001 – \$40,000/year
- \$40,001 – \$50,000/year
- \$50,001 – \$60,000/year
- \$60,001 – \$80,000/year
- \$80,001 – \$100,000/year
- Over \$100,000/year

58. What is your current relationship status? Are you...?

- Single
- Married to a man
- Married to a woman
- In a relationship with a man
- In a relationship with a woman
- Divorced or Widowed
- Refused

THANK, GIVE INCENTIVE, AND OBTAIN RECEIPT