

Pass it On Evaluation Research
Individual Telephone Interviews
Moderators' Instructions
September 2014

(Total time of interview call: 30 minutes)

I. Introduction: (5 minutes)

Interviewer outlines interview goals and gives assurance of confidentiality and anonymity.

- For general public seniors: Ask respondent to describe briefly their current living situation (living in their own home? with a spouse? other family members? in a senior residence? LTC? etc.) Do they have much contact with other people their own age? In what context? Do they ever participate in continuing education/senior education activities?
- For professional eldercare constituencies: Ask respondent to describe the nature of their work with senior/elder populations and the kind of a facility or institution where they work (e.g., Senior Residence/Assisted-living facility/nursing home? local community center/church/school where seniors attend classes and activities?) What age ranges do they interact with?

II. Initial Response to Pass it On packet (15 minutes)

- As with all stimulus-response testing, allow respondent to guide the conversation. Begin by asking them to talk about the PIO packet in any way they would like. Potential follow-up probes:
 - What was their overall initial response to it? Do they like it or not? Why?
 - What did they first think when they saw it? Did their reaction change at all as they read it/looked at it? Do they mention and distinguish between 'fact sheets' and 'bookmarks' on their own?
 - Who do they think it was specifically intended for? What ages/capability levels does it seem best suited to?
 - Content: Did the content make sense to them? Was there anything confusing? How clear and understandable was the content?

- How do they distinguish between and describe:
 - Overall pamphlet package
 - Fact sheets
 - Bookmarks
- What were the parts that stood out to them as most important? Most useful?
- Did they think anything was missing that should be there as well?
- Design: Do they have anything to say about the design/about the way it looks? The color choices? The visual elements? Was it easy to read/font large enough?
- Would they share it with other people? Who might they share it with?
- For professionals: Will they want to actively share/discuss the packet with groups of seniors or just put it out for distribution and allow people to pick one up if they are interested?

III. Follow-up to Initial Response: Reaction to themes from previous research (10 minutes)

- Does the packet seem at all condescending? Preachy? Does it tell people things they already know? Does it talk down to people?
- Does it give people things they can discuss with each other?
- Does it encourage people to be more careful about participating in possible frauds and scams? How?
- Does it encourage people to help others to avoid frauds and scams? How?
- Do you feel this communication effort will be successful? Why?
- Are there any things that do not work here? Are there specific areas that were less interesting than others?
- For professionals: At their place of work, will this be a useful communication for helping with fraud prevention? Will they want to order more from ftc.gov?

- For professionals: Does this fit their criteria when selecting or adopting new educational programs for your senior populations?
- Do they have any suggestions or requests for additional information or communications?

Thank them very much for their time and valuable input.