

FDA Caregiver Study

Phase 2 –Dyad Interview Guide

The interview will be comprised of the following steps:

1. **Consent Form:** Ask participants to read and sign the consent form.
2. **Welcome:** Welcome the couple and explain the purpose of the interview session.
3. **Discussion:** Guide couples through a three-step discussion of the ad.
 - a. Part 1: Couple's unguided discussion of the ad.
 - b. Part 2: Guided discussion of main messages and first impressions after viewing ad.
 - c. Part 3: Guided discussion of specific ad clips (e.g., risks, benefits) and reactions.
4. **Closing**

Welcome (5 min)

Thank you for coming today. I'm _____, and I'm from RTI International. The purpose of this interview is to learn more about how you discuss health products with each other. The interview will last about 90 minutes.

Before we begin, I want to cover a few housekeeping items:

- **Audio Taping.** You have probably noticed the microphones in the room. They are here because we are audio taping today's session. At the end of all our interviews, we want to summarize our findings. I want to give you my full attention and not take a lot of notes, so I will refer to the tape when writing the summary.
- **Client Observation.** 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. However, your identity and anything you say will remain confidential. Your names will not be given to anyone, and no one will contact you after this interview is over. When we summarize these interviews, we will not refer to anyone by name.
- **Cell Phones.** As a courtesy, please silence or turn off your cell phones, PDAs, and pagers.

Television and Ad Exposure (10 minutes)

First, I'd like to ask you a few questions about when and how you watch television.

<u>Question</u>	<u>Probe</u>
1. How often do you two watch television together?	<ul style="list-style-type: none">▪ What was the last show/event you watched together on TV?▪ When you watch TV together, is it planned in advance or is it spontaneous?
2. What was the last advertisement you remember seeing together on TV?	<ul style="list-style-type: none">▪ What do you remember about the ad?▪ To what extent did you discuss the ad?▪ What about the ad did you discuss?

Unguided Discussion of Advertisement (up to 10 minutes)

Next, I'd like you to imagine that you're sitting at home watching TV together when an ad for a new product comes on TV. I'm going to show you the ad, and then I'd like you to spend a few minutes talking with each other about it.

[Present ad twice to couple on laptop or projector.]

Now that you've seen the ad, please talk about it as if you were at home and it came on TV. You can talk about any aspect of the ad that you'd like.

[Leave room or remain unobtrusively in room. Allot three minutes for the discussion, but allow a few more minutes if they are engaged in the discussion. Note the following elements of discussion:

- Topics discussed
- Roles in conversation (e.g., equal participation vs. one person talks most)
- Tone (e.g., positive vs. negative)
- Length of conversation]

Main Messages and First Impressions (25 minutes)

Now that you've discussed the ad, I'd like to hear about your overall impressions of the ad and how it compares to other prescription drug ads you've seen.

Please remember that we want to hear thoughts and opinions from both of you, even if those opinions differ. We really value your honest answers.

Let's watch the ad again... **[Present ad to couple a third time.]**

<u>Question</u>	<u>Probe</u>
<p>3. What was your first impression of this ad?</p> <p>[Direct questions at partner if necessary.]</p>	<ul style="list-style-type: none"> ▪ Why did you feel that way about it? ▪ What words or phrases were memorable? Why? ▪ What visuals were memorable? Why?
<p>4. What were the three main messages you took away from the ad?</p> <p>[Direct questions at partner if necessary.]</p>	<ul style="list-style-type: none"> ▪ Why did those messages stand out to you?
<p>5. What makes this <u>ad</u> stand out compared to other drug ads you've seen on TV?</p> <p>[Direct questions at partner if necessary.]</p>	<ul style="list-style-type: none"> ▪ What makes this ad similar to other drug ads?
<p>6. What makes this <u>drug</u> stand out compared to other asthma drugs you've seen advertised?</p> <p>[Direct questions at partner if necessary.]</p>	<ul style="list-style-type: none"> ▪ What makes it similar to other asthma drugs?
<p>7. [Directed at patient] Tell me why you think <i>Zarins</i> is or is not a drug for someone like you.</p> <p>[Directed at partner] Tell me why you think <i>Zarins</i> is or is not a drug for someone like your partner.</p>	<ul style="list-style-type: none"> ▪ Based on the ad, how do you think <i>Zarins</i> would affect your (or your partner's) asthma if you (or he/she) took it? ▪ Based on the ad, how do you think <i>Zarins</i> would affect your (or your partner's) ability to participate in daily activities?

Drug Risks and Benefits (15 minutes)

Now I'd like to ask you a few questions about what you saw and heard in the ad. For some questions, I may ask you to watch part of the ad again.

<u>Question</u>	<u>Probe</u>
<p>8. What do you remember about the <u>benefits</u> of <i>Zarins</i>?</p> <p>[Direct questions at partner if necessary.]</p>	
<p>9. [Play benefit clip] What <u>benefits</u> of <i>Zarins</i> stand out to each of you?</p> <p>[Direct questions at partner if necessary.]</p>	<ul style="list-style-type: none"> ▪ Which benefits are easiest for each of you to remember? ▪ Which benefits are most important to you? Why? Which are least important? Why? ▪ How do <i>Zarins'</i> benefits compare to the benefits of other asthma drugs?
<p>10. What do you remember about the <u>risks and side effects</u> of <i>Zarins</i>?</p> <p>[Direct questions at partner if necessary.]</p>	
<p>11. [Play risk clip] What <u>risks and side effects</u> of <i>Zarins</i> stand out to each of you?</p> <p>[Direct questions at partner if necessary.]</p>	<ul style="list-style-type: none"> ▪ Which risks and side effects are easiest for each of you to remember? ▪ Which risks and side effects are most concerning to each of you? Why? ▪ Which risks and side effects are least concerning? Why? ▪ How do <i>Zarins'</i> risks and side effects compare to the risks and side effects of other asthma drugs?
<p>12. How important are a drug's risks and benefits to you when you see an ad for an asthma drug?</p> <p>[Direct questions at partner if necessary.]</p>	<ul style="list-style-type: none"> ▪ How likely are you to share your opinions about an asthma drug's risks and benefits with your partner?

Partner Discussions (15 Minutes)

We've talked a lot about the ad itself. Now I'd like to talk a bit about what you might do and how you might talk with each other after viewing this ad on TV.

<u>Question</u>	<u>Probe</u>
<p>13. [Direct at patient] What actions would you want to take after viewing this ad (e.g., ask doctor about drug, research drug online)?</p>	<ul style="list-style-type: none"> ▪ What about the ad makes you want (or not want) to talk to your doctor? ▪ What about the ad makes you want (or not want) to seek more information? ▪ What about the ad makes you want (or not want) to request a prescription? ▪ Why wouldn't you want to take any action after seeing this ad?
<p>14. [Direct at partner] What actions would you want to take after viewing this ad (e.g., encourage partner to try drug, research drug online)?</p>	<ul style="list-style-type: none"> ▪ What about the ad makes you want (or not want) to encourage your partner to talk to his/her doctor? ▪ What about the ad makes you want (or not want) to seek more information? ▪ What about the ad makes you want (or not want) to encourage your partner to request a prescription? ▪ Why wouldn't you want to take any action after seeing this ad?
<p>15. How likely would you be to talk with each other about <u>the drug</u> after viewing this ad?</p> <p>[Direct questions at partner if necessary.]</p>	<ul style="list-style-type: none"> ▪ What is it about the ad that would make you want (or not want) to discuss the drug with each other? ▪ What specifically would you discuss with each other? ▪ What aspects of the drug would you be most likely to talk about with each other?

<p>16. How likely would you be to talk with each other about the <u>ad itself</u>?</p> <p>[Direct questions at partner if necessary.]</p>	<ul style="list-style-type: none"> ▪ What is it about the ad that would make you want (or not want) to discuss it with each other? ▪ What specifically would you discuss with each other? ▪ What parts of the ad would you be most likely to talk about with each other?
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Closing (10 minutes)

We've spent a lot of time talking today about your thoughts and opinions on this one advertisement. I'd like to ask just a few last questions as we wrap up today's discussion.

<u>Question</u>	<u>Probe</u>
<p>17. [Patient and Partner] Do you two work together to manage your (partner's) asthma? If so how?</p>	<ul style="list-style-type: none"> ▪ [Patient] Are there things you find particularly helpful about working together? ▪ [Partner] What makes you want to be involved in helping your spouse/partner manage his/her asthma? ▪ [Patient and Partner] Who else—besides each other and your doctor—do you talk to about your asthma care?
<p>18. Is there anything else we should know that we didn't discuss today?</p>	

I think that covers all of our questions for today. The purpose of this study is to learn how consumers interpret prescription drug ads. In order to get a real-life reaction, we used pretend products in this study. *Zarins* is not real a product and is not available for sale. Please see your healthcare provider for any questions about asthma and its treatment.

Thank you again for participating in today's interview. Your input was extremely valuable, and we really appreciate your time.