

Form Approved
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**Focus Groups for Exploratory Research and Message Pre-Testing
Among Baby Boomers**

Attachment 2

Public reporting burden of this collection of information is estimated to average 120 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 (0920-1027)

CDC Know More Hepatitis Focus Groups

Moderator Discussion Guide

I. Background (5 minutes)

Moderator explains the purpose and process for the discussion.

- Introduces herself and thanks participants for coming.
- Identifies topic in broad terms and explains that the purpose of the discussion is to get your reactions to some materials for a health education campaign
- Encourages participants to speak freely.
- Notes that participants' names will not be used in reports.
- Sponsor is CDC, not a pharmaceutical or other product company.

II. Introductions (10 minutes)

- Name
- Location
- Household members

III. Hepatitis C Discussion (15 minutes total)

- When I say Hepatitis C, what comes to your mind?
- What is Hepatitis C?
- Does anyone know what causes hepatitis C?
- So what do you know about who is at risk for getting hepatitis C?
- How is Hepatitis C spread?
- Can Hepatitis C be prevented? How?
- If someone has Hepatitis C, how would they know?
- How serious do you think Hepatitis C is? Can it be treated?
- Has your doctor ever discussed testing for Hepatitis C with you? What did he or she say?
- Have you or would you ever get tested for Hepatitis C? Why or why not?

IV. Campaign Material Testing (70 min total)

Moderator shows a single story board or poster that is in draft format for the Know More Hepatitis campaign. The moderator asks questions below for each draft material. The questions are repeated for each story board or poster.

NOTE: Order will be rotated for each of the focus groups.

- Based on the video/poster just presented, please jot down a few notes about your overall reaction.
- What is your overall reaction? What do you like or dislike about this video/poster?
- What do you think about the information presented? Is it easy or difficult to understand?
- Is anything confusing?
- What do you think of the amount of information in the video/poster? Is it too much or too little?
- Is there anything you would like to know about but is omitted here? If so, what is it?
- What do you think about the images?
- What do you know, if anything, about the sponsor, CDC?
- What, if anything, would you do after seeing this video/poster?
- Did you learn anything? Would you take any action?

After showing the set of videos/posters:

- What is your general impression of all the videos/posters you have just reviewed?
- Among all the videos/posters, which one are your top two? Choose the ones that best resonate with you. Why did you pick those?
- Among all the videos/posters, is there any one that should not be used? Why?
- Is there anything you would like to add or comment on that we haven't asked?