

Formative Research on the Act Against Aids Campaign - Message, Concept and Materials  
Testing

**INTERVIEW GUIDE**

**Act Against AIDS— HIV Positive Audiences**

Public reporting burden of this collection of information is estimated to average 60 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 Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0572).

## Welcome

Thank you for coming here today. Your participation is very important. I'm \_\_\_\_\_ and I'm from RTI, a non-profit organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this project. The purpose of this interview is to hear your views and opinions about informational materials under development about HIV. Your insights are very important to us and your time today is appreciated. We will have about 60 minutes 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 project, so don't hold back from giving me your honest opinions.
- As you were told during the screening process, we are audio-recording this interview today. 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 recording when writing the report.
- 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.
- Please turn your cell phone or beeper to vibrate or silent mode. The interview will last no more than 60 minutes.

Do you have any questions before we begin?

Now I am going to show you draft material that the CDC has developed for their Act Against AIDS Campaign.

### ***[Show first concept.]***

1. How would you sum up in just a few words your first impression of this message? Do you like it? Not like it? What makes you say that?
2. How do you feel about the images used in this concept? Are they helpful/engaging? Why/why not?
3. How do you feel about the colors and graphics? What do you like/dislike about them?

Now I am going to ask you to just focus on the message in this ad. [Point out the message, tagline and call-to-action.]

4. What is the main idea that this ad is trying to get across, in your own words?
5. Are there any words or phrases that bothered you or that you think should be said differently?
6. 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?
7. 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?

8. Overall, I liked this ad
9. Strongly Disagree -----> Strongly Agree  
a. 1 2 3 4 5

10. This ad was easy to understand

11. Strongly Disagree -----> Strongly Agree  
b. 1 2 3 4 5

12. This ad grabbed my attention.

13. Strongly Disagree -----> Strongly Agree  
c. 1 2 3 4 5

14. Would you take the brochure (print ad, etc.) to view the additional information? Why/why not? Is there anything that you would say should be changed about the way this looks that would help make someone like you think about this after you've looked at it?

15. Do you like the way it is written? [Probe: tone, language/style, etc.] Is it easy to read?

16. Is there anything you want to know that this item does not tell you?

17. How could this message be improved?

18. [Underline/circle/highlight/cross out] phrases, sentences or images that you think are [important/confusing/unclear/inappropriate/offensive/should be deleted].

***[Repeat for each concept.]***

### **Comparison of Concepts**

***[Show all concepts briefly to refresh memory]***

19. 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)?

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

### **Follow-up Questions**

21. Have you ever heard of an organization called the Centers for Disease Control and Prevention or CDC?

22. How do you feel about CDC as the source of this information?

23. 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?