

**Testing Business-Case Videos for the
Centers for Disease Control and Prevention’s (CDC)
Division of Community Health**

Attachment 3 to the HMTS Expedited Review Form

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Testing Business-Case Videos for CDC's Division of Community Health

I. Purpose

[3 minutes]

Hello. Thank you for joining me today. My name is _____ and I work with FHI 360, a non-profit organization. We've asked you to participate in this interview today because we would like to get your thoughts on a video about a topic that relates to the wellbeing of communities like the one your business serves. What you tell me today will be combined with what we hear from others participating in these interviews to help develop communication messages and materials to promote the wellbeing of communities across the U.S.

This interview will take no more than 30 minutes to complete. First I will ask you a few general questions about your business and your role in the business, and then I will show you the video and ask you some questions to get your reactions. Your participation is completely voluntary. You can choose not to answer a question and can stop participating at any time. We will be audio recording this interview only for the purpose of helping us write the report of the findings. Your name and that of your business will not be used in the report we will prepare. Your responses will only be seen by the researchers who are working on this study. Your answers will be kept secure to the extent permitted by law. We will keep the digital audio recordings in a password-protected folder. The recordings will be destroyed by December 2015.

Do you have any questions for me?

Are you willing to take part in this interview?

Public Reporting Burden Statement

Public reporting burden of this collection of information is estimated to average 30 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).

II. Interview Questions

[25 minutes]

A. Background (5 minutes)

1. I understand that you are the [e.g., owner, manager, etc.] of a [e.g., grocery store, corner store, multiunit residential building]. Is that correct?
 - a) How long have you been in that position? [OR, if applicable, how long have you owned it?]

Grocery/Corner stores

2. Can you tell me a little bit about your store?
 - a) How many stores do you currently manage/own?
 - b) What types of items or products does your store sell?
 - i. [If they don't mention food products] What types of food products do you sell?
3. In your role as _____, what factors do you take into consideration when deciding what items will be available for sale?

Multiunit Residential Housing

4. Can you tell me a little bit about the multiunit residential property or properties you manage/own?
 - a) How many properties do you currently manage/own?
 - b) How many units does the property (or properties) have?
5. What factors do you take into consideration when determining your property's (or properties') policies? By *policies* I mean, for example, the kinds of things that residents can and cannot do both in the property's common areas and within their individual units.

B. Reactions to the video (20 minutes)

Now I am going to show you a short video, which is about 3 to 4 minutes long. Once you finish watching it, I will ask you a few questions. I personally had no part in developing this video, so feel free to tell me what you really think. All of your comments, whether positive or negative, are welcome.

[Show video (3-4 minutes)]

1. In just a few words, how would you sum up your first impression of this video?
 - a. Do you like it? Not like it? What makes you say that?
 - b. Are there things about the video that you think are particularly attention-getting? Appealing? Why?
 - c. Is there anything confusing, unclear, or hard to understand?
 - d. Are there things about the video that bother you in any way?

2. In your own words, what is the main idea that the video is trying to get across?
 - a. How well do you think the main idea comes across?

3. Does it seem like this message is talking to you, and people like you? Or someone else?
 - a. What in the message suggested it was talking to you and people like you or someone else?

4. Is your store/property already doing the kinds of things shown in the video? [If "no," skip to Q5]
 - a. [If "yes"] What are you doing?
 - b. Why did you decide to start doing that?

5. Does this motivate you to do anything? If so, what?
 - a. What about the video motivates you to take this action?
 - b. [If it doesn't motivate them] Is there anything that could have been included in the video to motivate you to take action?

6. Of the individuals featured in the video, was there any one in particular that was most compelling to you? If so, which one?
 - a. Is there any individual you would have liked to see featured who was not included?

7. How could this video be improved?
 - a. What, if anything, could be changed to make it more effective?
 - b. Thinking back to the information they are trying to convey, is there anything else you would add?
 - c. What do you think about the length of the video? Is it too short, too long, or about right? What length would you suggest?

8. Where would you expect to see this video?
 - a. Are there some places in particular that you would be most likely to notice and pay attention to this video (or these messages)?

9. When it comes to the message the video is conveying, are there any organizations that you would really trust as a reliable source of information?
 - a. Any particular local, regional, state or federal organizations that would influence you?
 - b. Did you notice the logo of the Centers for Disease Control and Prevention (or CDC) at the end of the video?
 - i. Have you heard about CDC before?
 - ii. If yes, what do you know think about having the CDC logo on the video? How do you feel about CDC as the source of this information?

III. Closing

[2 minutes]

Before we finish the interview...

1. What other comments would you like to make about this video?

Thank you very much for your participation. The feedback you've provided today is very valuable.

If you have any questions about this interview, please contact Tom Lehman at studyinfo@fhi360.org or 202-884-8000.