

ATTACHMENT E: Moderator's Guide
Radiation Emergencies Infographics
Focus Groups

Form Approved
OMB No. 0920-0572
Exp. 02/28/2015

I. Introduction

- a. *Hello everyone, I am MODERATOR'S NAME. You are being asked to participate in a discussion being held by the Centers for Disease Control and Prevention (CDC), with the assistance of The Oak Ridge Institute for Science and Education. Read Participant Information Sheet (Appendix D) and ask all participants if they wish to participate in the focus group.*

- b. *First, let's introduce everyone. Then I'll talk about more about the nature and purpose of this discussion. And then we'll get right into the discussion part of this session as quickly as possible. When I call your first name -- LET'S USE FIRST NAMES, THIS IS INFORMAL -- don't let me mispronounce your name. Also, please tell us where you are from, how long you have lived in this area and what your favorite hobby is.*
[CALL NAMES]

- c. *So that we can all get the most out of the session, I want to give you some suggestions on participating. When you have something to say, jump right in; don't wait to be called on. And please feel free to talk to each other, not just to me. Agree, disagree, and expand on what people say. That's why we're talking in a group: to get your reactions to each other's ideas. Let's hear from as many people as possible. As you know, we are planning the discussion to take about 90 minutes.*

- d. *Any questions? OK, let's get started.*

Public reporting burden of this collection of information is estimated to average 90 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. Background

- a. *Today we will be talking about some infographics the CDC has created to help people understand concepts related to radiation. Infographics (Information Graphics) are visual representations of data, information or knowledge that tell a story through visual communication. CDC's Radiation Studies Branch has created several infographics as a communication tool for the public that could be used before, during, or after a radiation emergency. A nuclear power plant accident, a nuclear explosion or a dirty bomb are examples of radiation emergencies. CDC would like to receive your feedback about these infographics.*
- b. *Today we will be asking your opinion of a selection of these infographics. I'll be asking you what you thought about the infographics. There are three things I'd like you to keep in mind as we proceed:*
 1. *Keep in mind the infographics are still in development. We really would like to hear your honest feedback to help improve them.*
 2. *Keep in mind the infographics you are seeing are just a sample. There are more infographics- too many for one group to review in a reasonable amount of time. Please feel free to tell us other questions that occur to you so CDC can check them, but remember you are not seeing them all.*
 3. *Remember that in the event of a radiation emergency, there will be constant news coverage, many press conferences and interviews with public health officials, elected officials, and others. TV, radio, newspapers, the Internet and other sources will have lots and lots of coverage. You are likely to hear information repeated often.*

III. Infographic #1 Questions: (reference numbers refer to the question as it appears in the HMTS Question bank)

a. Appearance:

For this first line of questions, I 'm going to focus on the appearance of the infographic.

1. What is your general reaction to the way this looks? (E.6.e)
2. Looking at the image, would you say it fits in with what they are trying to convey? (E.1.e)
 - Is there anything confusing, unclear, or hard to understand? (D.6.d)
3. Do you feel about the colors and graphics? What do you like/dislike about them? (E.8.e)
 - Is the color appropriate? (E.17e.)
4. Are there things about the pictures that you think are particularly ATTENTION-GETTING? APPEALING? (E.11.e)
5. Are there things about the pictures that BOTHER you in any way? (E.12.e)
6. What do you think about the type? (E.15.e)
7. Is it easy or difficult to read? [Probe: Font too big? Too small? Too dense?] (E.16.e)
8. What do you think about the length of the piece? (E.18.e)

9. Was this a new idea or something that you've heard before? (D.12.d)

b. Message:

Next I would like you to read along with me as I read the text of the infographic.

As I read aloud and you read along with me, please:

1. *Underline phrases, sentences or images you think are important. (D.36.d)*
2. *Circle phrases, sentences or images you think are unclear or confusing. (D36.d)*

1. What is the main idea that this message is trying to get across, in your own words (D.1.d)?
2. 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? (D.7.d)
3. What did you indicate as important? (D.36.d)
4. What did you indicate as unclear or confusing? (D.36.d)
 - a. Were there any words used that were unusual or unfamiliar? (D.4.d)
 - b. What other words can be used in their place? (D.5.d)
5. Is this message believable or not? Why or why not? (D.15.d)
6. How easy are these guidelines for you to follow and understand? (D.54.d)
7. What, if anything, makes it difficult to follow? How might this be presented in an easier way? (D.55.d)
8. How could this message be improved? (D.33.d)
9. Does this message make you want to do anything? (F.1.f)
 - Does this motivate you to take action?
 - Would this make you interested in finding out about [infographic topic] in your community?
10. Is there anything you want to know that this item does not tell you? (D.29.d)

c. Additional Questions for Protective Action Infographics

11. Which actions, if any, sound doable to you? Why? (D.38.d)
12. Would you consider doing this behavior? (D.40.d)
13. What makes it hard to do this? (D.41.d)
14. What do you think of this idea? (D.45d)
15. How appealing is it to you as a way to control [the effects of a radiation emergency]? (D.46.d)

IV. Repeat for Infographic #2

V. Repeat for Infographic #3

VI. Repeat for Infographic #4

VII. Sources

Next I would like to ask you some questions about information sources.

1. Who do you think would be a good spokesperson to use to convince you and your friends to take steps to protect your health during a radiation emergency? (D.91.d)
2. How do you prefer to see health information presented? (D.66.d)
 - In what form (probe: posters, brochures, fliers)? (D.67.d)
3. What could CDC do to make you feel better about the health risks in your community [during a radiation emergency]? (D.97.d)

VIII. Wrap-Up

1. Those are all of my questions for you.
2. Thank you.
3. (If Subject Matter Expert is Present) I know thinking about this subject may have raised some questions. I'd like to introduce _____ from the Centers for Disease Control and Prevention, who will come in to the room and talk with you for a few minutes.

(If Subject Matter Expert is Absent) I know thinking about this subject may have raised some questions. I'd like to provide you with some information from the Centers for Disease Control and Prevention. You can visit the Radiation Emergencies website at <http://emergency.cdc.gov/radiation>. If you have a specific question, you can email the CDC at cdcinfo@cdc.gov or call 1-800-CDC-INFO (1-800-232-4636).