

FOCUS GROUP MATERIALS

This document contains the Focus Group Materials for the Message and Material Testing project for Nonpharmaceutical Interventions.

MESSAGE AND MATERIAL TESTING FOR NONPHARMACEUTICAL INTERVENTIONS

FOCUS GROUP MATERIALS

Nonpharmaceutical Interventions, 2012

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FOCUS GROUP MATERIALS

The following materials will be tested by focus group participants (in order).

The following testing materials comprise the package that will be sent to participants via postal mail before the online focus group occurs.

CI-ICU FOCUS GROUP MATERIALS FOR TESTING

1. Personal NPI Guide for General Public
2. NPI and CI-ICU Fact Sheet for General Public
3. Personal NPI Sticky Notes for Employees and General Public
4. Poster for Employees

5. Personal NPI Poster for General Public
6. Personal NPI Magnets for Kids
7. Fact Sheet for Parents
8. Checklist for Child Care/K-12 Administrators

9. Fact Sheet for Child Care/K-12 Staff
10. Checklist for Business Administrators
11. Checklist for Mass Gathering Administrators
12. Guide for Mass Gathering Attendees

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Nonpharmaceutical Interventions: Slow the Spread of Flu with Everyday Preventive Actions



Nonpharmaceutical interventions (NPIs) are actions, apart from getting vaccinated and taking medicine, that people and communities can take to help slow the spread of illnesses like influenza (flu). NPIs are also known as community mitigation strategies.

Flu viruses are thought to spread mainly from person to person through droplets that come from a sick person's nose and mouth when coughing, sneezing, or talking. Flu viruses also may spread when you touch something with flu virus on it and then touch your eyes, nose, or mouth.

Getting vaccinated is the best way to prevent the flu. NPIs also can help prevent and slow the spread of flu. Help keep yourself and others from getting sick by taking the following actions every day.



Cover your coughs and sneezes.

Cover your nose and mouth with a tissue when you cough or sneeze. Throw away the used tissue, and then wash your hands. If a tissue is not available, cough or sneeze into your sleeve, not your hands. Covering coughs and sneezes with a tissue or sleeve prevents the spread of flu virus through the air and by the hands.



Wash your hands often.

Wash your hands often with soap and water for at least 20 seconds. If soap and water are not available, use hand sanitizer with at least 60% alcohol to clean hands. It is especially important to wash your hands before touching your eyes, nose, or mouth. Washing hands lowers the amount of flu virus that may spread when shaking hands or touching surfaces and objects, such as desks and doorknobs.



Stay home when you are sick.

If you get sick, it is important to stay home so that you can get better quickly and not spread germs to others. If you get a fever, stay home for at least 24 hours after your fever is gone without the use of medicine that lowers fever, such as acetaminophen (e.g., Tylenol®). This will ensure that your fever is truly gone and that you are past the point where you are likely to spread germs to others. If you get flu-like symptoms without a fever, stay home for at least four days after you get sick to lower the chances of spreading your illness to others.

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Community Interventions for Infection Control Unit (CI-ICU)

In May 2010, the Centers for Disease Control and Prevention established the Community Interventions for Infection Control Unit (CI-ICU) in the Division of Global Migration and Quarantine. The Unit evolved from the Community Mitigation Task Force, which coordinated NPI research, guidance, and communication during the 2009 H1N1 flu pandemic.

CI-ICU works to prevent and slow the spread of pandemic flu and other infectious diseases in communities through NPIs by:

- Executing research on NPIs
- Educating communities through NPI guidance and communication
- Encouraging adoption of policies that support NPIs
- Engaging partners in NPI research, policy, and communication

CI-ICU's activities include:

- Evaluating the effectiveness of self-isolation to reduce the spread of flu among college students
- Identifying social contact and mixing patterns in school-aged children
- Investigating consequences of unplanned school closures
- Assessing NPI guidance, communication, and training needs of public health officials
- Creating and testing NPI educational messages and materials with the general public
- Developing NPI guidance for public health officials and community leaders

CI-ICU strives to reduce illness and death in communities through improved understanding and implementation of NPIs.

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Fact Sheet - June 2012 - Page 2 of 2

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NPI Sticky Notepad Sheets

Cover Your Coughs and Sneezes

www.cdc.gov/npi

This sticky notepad sheet features a blue circular icon at the top left showing a person coughing into their elbow. The text 'Cover Your Coughs and Sneezes' is positioned to the right of the icon. At the bottom left, the URL 'www.cdc.gov/npi' is displayed. At the bottom right, there is a smaller blue circular icon showing a person sneezing into their elbow.

Wash Your Hands Often

www.cdc.gov/npi

This sticky notepad sheet features a purple circular icon at the top left showing a person washing their hands at a sink. The text 'Wash Your Hands Often' is positioned to the right of the icon. At the bottom left, the URL 'www.cdc.gov/npi' is displayed. At the bottom right, there is a smaller purple circular icon showing a person washing their hands.

Stay Home When You Are Sick

www.cdc.gov/npi

This sticky notepad sheet features a green circular icon at the top left showing a person sitting on a bed in a room with a window. The text 'Stay Home When You Are Sick' is positioned to the right of the icon. At the bottom left, the URL 'www.cdc.gov/npi' is displayed. At the bottom right, there is a smaller green circular icon showing a person sitting on a bed.

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How productive can you really be when you have the **FLU?**



- **If you are sick, go home.**
- **Talk to your supervisor about working from home.**
- **Hold meetings by phone or video conference.**
- **Cover your coughs and sneezes with a tissue or your sleeve.**
- **Wash your hands often.**

Learn more about everyday preventive actions and other nonpharmaceutical interventions (NPIs) that help slow the spread of illnesses like flu.

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Slow the Spread of Germs



**Cover your coughs
and sneezes.**

**Wash your
hands often.**



**Stay home when
you are sick.**

Learn more about everyday preventive actions and other nonpharmaceutical interventions (NPIs) that help slow the spread of illnesses like flu.

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NPI Magnets for Kids



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NPI Magnets for Kids



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Nonpharmaceutical Interventions: Protect Your Child from Pandemic Flu During the School Year



Nonpharmaceutical interventions (NPIs) are actions, apart from getting vaccinated and taking medicine, that people and communities can take to help slow the spread of illnesses like influenza (flu). NPIs are also known as community mitigation strategies.

Childcare programs and K-12 schools play an important part in protecting the health of their students and the community. Schools are a common place where flu spreads. When children get the flu virus, they are more likely than adults to spread it to others, including their families.

Take the following actions to help keep your family from getting sick with flu at school and at home.

- **Get your family vaccinated** for seasonal flu and pandemic flu as soon as the vaccines are available.
- **Cover your nose and mouth** with a tissue when you cough or sneeze. If a tissue is not available, cough or sneeze into your sleeve, not your hands.
- **Wash your hands often** with soap and water for at least 20 seconds. If soap and water are not available, use a hand sanitizer with at least 60% alcohol.
- **Stay home if you are sick or to care for a sick child.**
- **Routinely clean surfaces and objects that are touched often.**



During a flu pandemic, continue to take the actions above, but keep the following in mind:

- Schools may close to protect children and the community.
- The length of time schools stay closed may vary.
- Know the plan for continuing your child's education while school is closed.
- Make a plan for friends or family members to help look after children if schools close.
- Keep children from gathering in other places while school is closed.

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June 2012 - Page 1 of 1

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Nonpharmaceutical Interventions: Protect Students from Pandemic Flu During the School Year



Nonpharmaceutical interventions (NPIs) are actions, apart from getting vaccinated and taking medicine, that people and communities can take to help slow the spread of illnesses like influenza (flu). NPIs are also known as community mitigation strategies.

Childcare programs and K-12 schools play an important part in protecting the health of their students and the community. Schools are a common place where flu spreads. When children get the flu virus, they are more likely than adults to spread it to others, including their families.

Help keep your students and yourself from getting sick with the flu.

- **Educate and encourage students and staff to do the following:**
 - **Get vaccinated** for flu as soon as a vaccine is available.
 - **Cover your nose and mouth with a tissue** when you cough or sneeze. If a tissue is not available, cough or sneeze into your sleeve, not your hands.
 - **Wash your hands often** with soap and water for at least 20 seconds. If soap and water are not available, use hand sanitizer with at least 60% alcohol.
 - **Stay home** when you are sick.
- **Be a good role model** by getting vaccinated, washing your hands often, covering your coughs and sneezes, and staying home when sick.
- **Routinely clean surfaces and objects** that are touched often.



During a flu pandemic, continue to take the actions above, but keep the following in mind:

- Schools may close to protect children and the community.
- The length of time schools stay closed may vary.
- Plan to have methods in place to continue educating students while schools are closed.

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June 2012 - Page 1 of 1

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Nonpharmaceutical Interventions: Pandemic Flu Checklist for Business Administrators



Nonpharmaceutical interventions (NPIs) are actions, apart from getting vaccinated and taking medicine, that people and communities can take to help slow the spread of illnesses like influenza (flu). NPIs are also known as community mitigation strategies.

A flu pandemic can occur at any time, and employers will play a critical role in protecting the health of their employees and customers. Using NPIs may help slow the spread of flu in the workplace. Having a plan of action will help businesses continue to run smoothly.

Pre-Pandemic Planning

- Develop or update your pandemic flu plan.
 - Identify key roles, cross-train staff, and consider hiring more staff to help business operations continue.
 - Make sick leave policies more flexible.
 - Find ways to limit face-to-face contact between employees (e.g., staggered work shifts, teleworking, and conference calls).
 - Establish a plan for sharing information with employees, customers, and suppliers.
- Work with your local health department and other partners on pandemic planning efforts.
- Develop a monitoring system for flu-related employee absences.
- Discuss your pandemic flu plan with employees.



During a Pandemic

- Implement your pandemic flu plan.
- Work with your local health department and other partners on response efforts.
- Encourage employees to take the following steps to protect themselves and others from flu:
 - Get vaccinated for flu as soon as a vaccine is available.
 - Cover your nose and mouth with a tissue when you cough or sneeze. If a tissue is not available, cough or sneeze into your sleeve, not your hands.
 - Wash your hands often with soap and water for at least 20 seconds. If soap and water are not available, use hand sanitizer with at least 60% alcohol.
 - Stay home and away from others when you are sick.
- Provide supplies, such as soap, hand sanitizer, and tissues.
- Routinely clean surfaces and objects that are touched often (e.g., telephones, keyboards, and doorknobs).
- Monitor flu-related employee absences and school closures.
- Provide employees, customers, and suppliers with information and updates.
- Stay informed about the local flu situation.

Post-Pandemic

- Find ways to improve your pandemic flu plan and get needed resources.
- Maintain partnerships, and continue planning efforts.
- Test and update your plan regularly.

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June 2012 - Page 1 of 1

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Nonpharmaceutical Interventions: Pandemic Flu Checklist for Mass Gathering Administrators



Nonpharmaceutical interventions (NPIs) are actions, apart from getting vaccinated and taking medicine, that people and communities can take to help slow the spread of illnesses like influenza (flu). NPIs are also known as community mitigation strategies.

Mass gatherings where people are gathered in a specific place for a set amount of time can cause public health concerns during a flu pandemic. Examples of mass gatherings include concerts, festivals, and sporting events. Flu can spread quickly when large groups of people are close together for a long time. Those traveling to and from a mass gathering can spread flu to other areas and to family members when they return home.

NPIs can be used during a mass gathering to help slow the spread of flu. Mass gathering administrators should take these steps to make sure event attendees, their families, and the local communities are safe.



Pre-Pandemic Planning

- Work with your local health department and other partners to develop or update pandemic flu plans.
- Cross-train staff to make sure event operations continue.
- Update refund and sick leave policies to make it easier for attendees and staff to stay home when they are sick or to care for a sick family member.
- Develop a plan to separate and care for attendees and staff who get sick during the event.
- Review plans for sharing information and messages with staff, attendees, vendors, and suppliers.
 - Make sure staff and attendee addresses, e-mails, and phone numbers are current.

During a Pandemic

- Work with your local health department and other partners to monitor local flu activity and implement pandemic flu plans.
- Consider canceling or postponing the event.
- Consider offering alternative ways to view the event (e.g., online or on television). If a mass gathering does occur:
 - Implement flexible refund policies to encourage sick people to stay home.
 - Encourage attendees and staff to get vaccinated for flu as soon as a vaccine is available, cover their coughs and sneezes, wash their hands often, and stay home if they are sick.
 - Share health messages with attendees and staff before and during the event (e.g., through letters, e-mails, public service announcements, and website postings).
 - Provide supplies, including soap, hand sanitizer with at least 60% alcohol, tissues, covered trash cans, and cleaning supplies.
 - Routinely clean surfaces and objects that are touched often.
 - Change seating arrangements to increase the space between attendees.
 - Separate sick attendees and staff from others, and ask them to go home.

Post-Pandemic

- Find ways to improve pandemic flu plans and obtain needed resources.
- Maintain partnerships, and continue planning efforts.
- Test and update your plan regularly.

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Nonpharmaceutical Interventions: Protecting Yourself from Pandemic Flu at a Mass Gathering



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Mass gatherings where people are gathered in a specific place for a set amount of time can cause public health concerns during a flu pandemic. Examples of mass gatherings include concerts, festivals, and sporting events. Flu can spread quickly when large groups of people are close together for a long time. Also, those traveling to and from a mass gathering can spread flu to other areas and to family members when they return home.

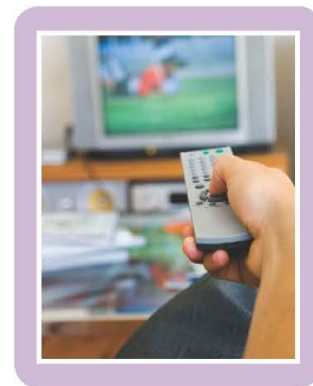
When deciding whether or not to attend a mass gathering during a pandemic, consider the following:

- **Know your risk for getting and spreading the flu.** Stay home if you do not feel well or are more likely to get very sick with the flu (e.g., children under 5, adults 65 years of age and older, pregnant women, and people with chronic health problems).
- **Know how the event might increase your risk for getting sick.** Details, such as the number of people that will be attending, their ages, and where the event will be located, can affect your risk for getting sick.
- **Explore other ways to be there.** Find other ways to enjoy the event, like watching it on TV or online, or attending the event at a later date.



If you decide to attend a mass gathering during a pandemic:

- **Get vaccinated as soon as a vaccine is available.**
- **Take everyday preventive actions.**
 - Cover your nose and mouth with a tissue when you cough or sneeze. If a tissue is not available, cough or sneeze into your sleeve, not your hands.
 - Wash your hands often with soap and water for at least 20 seconds. If soap and water are not available, use hand sanitizer with at least 60% alcohol.
 - Go home if you feel sick.
 - Avoid touching surfaces and objects that are touched often, like doorknobs and public telephones.
- **Try to keep some space between you and others at the event.**
- **Avoid actions like shaking hands, hugging, and kissing.**



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June 2012 - Page 1 of 1

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