

ATTACHMENT E: Radiation Risk Scale Moderator's Guide

Radiation Risk Scale (Focus Group)

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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 start with the scenario.*

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II. Scenario

- a. *Today we will be talking about a new tool the CDC created to help people understand what their risk might be in a radiation emergency; and how protective actions can decrease your risk. CDC's Radiation Studies Branch has created the Radiation Risk Scale as a communication tool for the public and would like to receive your feedback about the scale.*
- b. *Today we will be using some scenarios where this scale might be used. I'll be asking you what you thought about the messages and scale. There are three things I'd like you to keep in mind as we proceed:*
 1. *Keep in mind the tool and messages are still in development. We really would like to hear your honest feedback to help improve them.*
 2. *Some things cannot be known now. For example, the exact size of the area affected. These details, along with others, would require more situation-specific information.*
 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.*
- c. *To try to give you a better feel for what we are talking about – and to help get you in the moment- I'm going to show you a short video.*

SHOW a short video describing the tool.

III. Overall Impressions of the Scale

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)

IV. SHOW Scenario 1: Low Risk

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. Is this message believable or not? Why or why not? (D.15.d)
4. How easy are these guidelines for you to follow and understand? (D.54.d)
5. What, if anything, makes it difficult to follow? How might this be presented in an easier way? (D.55.d)
6. How could this message be improved? (D.33.d)
7. 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 [INSERT health topic or behavior] in your community?
8. Is there anything you want to know that this item does not tell you? (D.29.d)

V. SHOW Scenario 2: High Risk

REPEAT QUESTIONS IN SCENARIO 1 (Q1-Q8)

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

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 from 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).