

**In-depth Interview of Community Leaders in Puerto Rico  
to Assess Possible Actions for Preventing Zika**

**A. Introduction for Interview**

Hello, [respondent name], my name is \_\_\_\_\_ and I am from \_\_\_\_\_.

Thank you for your willingness to share your opinions with me. Your opinions will help us make decisions about what we can do to help stop the spread of the Zika virus in your community. I have many questions so our conversation will last about 60 minutes.

Before I begin I want to go over a couple of items:

- This interview is voluntary. You do not have to answer any questions you don't want to.
- There are no right or wrong answers. I am interested in your opinion. If you don't understand the question, feel free to let me know and I can ask it another way. This is not a test, so feel free to say you don't know or don't have an opinion to offer and "I don't know" is a perfectly acceptable response to any question I ask you.
- It's important to know that the questions I'm about to ask you will NOT be linked directly back to you individually and will only be reported at the group level.
- With your permission, I would like to record our conversation. I do this simply to make sure that I capture all of the information that you share and so I can listen to what you have to say and not worry about taking notes. The recording helps me in writing my report and is used for that purpose only. Is it okay for me to record our conversation?
- Do you have any questions before we begin?

**B. Interview Questions**

**Current knowledge, information sources, and trusted sources**

**1. Have you heard about Zika? (HMTS 16c)**

Probe: What have you heard? How is it spread? How dangerous is it?

**2. What can you tell me about Zika? (HMTS 17c)**

Probe: Any concerns or fears? What are they?

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).

**3. Where do you get your information about Zika? (HMTS 69d)**

Probe for sources such as media, family, friends, and church

**4. Has your doctor talked with you about Zika? (HMTS 70d)**

Probe: What did he or she tell you?

**5. When it comes to Zika, are there any organizations that you would really trust as a reliable source of information? (HMTS 74d)**

**6. What makes them a trusted source of Zika information? (HMTS 75d)**

**7. How do you usually learn about environmental issues? Who or what is your main source of trusted information about community issues? Is there adequate information out there? (HMTS 77d)**

**8. What types of information would you like to receive regarding Zika? What would be the most effective way or format to provide this information? (HMTS 80d)**

Probes: Video? Educational pamphlets? Community/public meetings? Internet?

**9. If you are trying to put together a group of people in your community to deal with Zika in a comprehensive fashion, who are the people you want at the table? (HMTS 83d)**

Probe: Community based organizations, health care practitioners, policy makers

Probe: Religious leaders/faith based organizations

Probe: What is it about these people that makes you want them there?

Probe: Once you get these people in the room, what is the conversation going to sound like?

**10. Who would have the ability to influence you? (HMTS 92d)**

Probe: Would it be a physician, celebrity, religious or spiritual leader, or someone like you?

**REACTIONS TO POSSIBLE ACTIONS**

There are many ways to stop the spread of Zika virus in Puerto Rico. If they have mentioned some of the actions (e.g., repellent use, etc.), acknowledge the ones that they have identified. Many decisions have to be made by many people about what to do. I will show you a card that briefly describes the action that could be taken and how it could help. Then I will ask you for a series of questions to get your opinion about that action.

(NOTE: There are 12 actions/concepts that will be presented. Since there are so many actions, we will rotate actions so participants see up to 5 of the 12 actions/concepts.)

**FOR IDI: Devote about 5-6 minutes for each concept**

**ACTION/CONCEPT #1**

1. What is the main idea that this message is trying to get across, in your own words? (1d)
2. How does it make you feel? (HMTS 11d)
3. What do you think of this idea? (HMTS 45d)
4. Was this a new idea or something you've heard before? (HMTS 12d)

5. Is there anything confusing, unclear, or hard to understand? (HMTS 6d)
6. What additional information would you need in order to more strongly believe this message? (17d)
7. How appealing is it to you as a way to control Zika? (HMTS 46d)
8. If you were trying to make up your mind about (insert action/concept topic), who would influence you? (HMTS 93d)
9. If you were trying to influence a friend to (insert action/concept topic), what would you say? (HMTS 94d)  
     Probe for benefits and ways to overcome barriers
10. Who do you think would be a good spokesperson to use to convince you and your friends to (insert behavior)? (HMTS 91d)

For the behaviors that they personally could do, ask

11. Would you consider doing this behavior? (HMTS 40d)
12. What makes it hard to do this? (HMTS 41d)
13. What would make it easier for you to do? (HMTS 51d)
14. Who in your household would be against trying this? Why? (HMTS 58d)

**Repeat for action/concepts #2-5 using same questions above**

## **PRIORITIZATION – COMPARING AND RANKING POSSIBLE ACTIONS**

15. I'm going to pass around a sheet that gives you some descriptions of Zika prevention actions. Please review these descriptions silently, and circle those that seem most doable. Cross out any that don't seem do-able. (HMTS 59d)
  - After all tactics have been discussed, the moderator asks participants to identify the two or three tactics that they think are most important and that they have the greatest likelihood of doing. (Moderator takes hand count).
  - From the two or three top tactics, the participants are asked to choose the single tactic that they think is most important and that they have the greatest likelihood of implementing. The moderator explores some of the participants' choices and their reasons for choosing.
  - As you look at these strategies, does any one of the three stand out as the one that you would try first? Which one? Why?
  - What are the one or two things we have discussed today—if any—that seem most feasible to implement in your household?
  - Is there any more information or tools that you would need that would help you implement some of these strategies?
  - What are some of the things that would make it difficult for people in your area to (insert behavior)?
  - What could, or has, been done in the local area to make it easier—to overcome some of the barriers you described?

## **ATTITUDES ABOUT ZIKA**

16. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

	Strongly Disagree	Disagree	Neither agree or disagree	Somewhat Agree	Strongly Agree
I think that Zika virus is a critical issue. (HMTS 47f)	1	2	3	4	5
I want to have the ability to fight Zika virus. (HMTS 57f)	1	2	3	4	5
People should make a strong effort to do something about Zika virus. (HMTS 48f)	1	2	3	4	5
Zika virus is a problem in my community (HMTS 51f)	1	2	3	4	5
I really don't care about zika virus. (HMTS 59f)	1	2	3	4	5
It is important for my community to prevent Zika virus (HMTS 51f)	1	2	3	4	5
I want to prevent Zika virus. (HMTS 58f)	1	2	3	4	5
My community should do more to prevent Zika virus (HMTS 51f)	1	2	3	4	5
I want to combat Zika virus. (HMTS 56f)	1	2	3	4	5

**Thank you so much for your participation.**