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**Attachment 2B: Consumer Message Testing for High Impact Prevention  
Project  
Interview Guide**

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## **Consumer Message Testing for High Impact Prevention Project Interview Guide**

### **Welcome**

Thank you for coming today. Your participation is very important. I'm \_\_\_\_\_ and I'm from RTI, a non-profit research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this interview is to hear your views and opinions on important health topics concerning HIV/AIDS. Your insights are very important to us and your time today is appreciated. We will have about one hour for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

Most importantly, there are no right or wrong answers. We want to know your opinions and what you think about the issues we will be discussing. I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions.

You have probably noticed the microphones in the room. They are here because we are audio taping. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the tape when writing the report.

Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain secure to the extent allowable by law. Your name, address, and phone number, which only the facility knows, will not be given to anyone and no one will contact you after this interview is over.

There may be some sensitive questions asked during this discussion. If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.

Be sure to only use first names during the discussion. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.

Please turn your cell phone or beeper to vibrate or silent mode. The interview will last no more than 1 hour.

If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.

Do you have any questions before we begin?

## **Opening Exploratory Questions**

*First I am going to ask a few questions about [INSERT TOPIC HERE].*

1. When you hear “[INSERT HERE],” what do you think of? Are there specific terms or feelings that you associate with [insert]?
2. *What does [INSERT TERM] mean to you?*
3. When you hear the word/term [INSERT], what do you think of? Are there specific terms or feelings that you associate with [INSERT]?
4. Tell me what you know about [INSERT].

(Repeat items 2-4 with alternative terms used for #3).

## **HIV Knowledge and Beliefs**

5. What questions do you have about HIV? What would you like to know more about?
  - How to prevent transmission
  - How it is transmitted
  - How it affects your body
  - How it can be treated
  - Difference between HIV and AIDS
  - Difference between treatment vs. cure
  - [Other probes]
6. How is HIV transmitted?
  - What are common ways HIV is transmitted?
  - What are less common ways HIV is transmitted?
7. How can a person prevent himself/herself from getting or transmitting HIV?

## **Perceived HIV Risk**

8. How is a person at risk for HIV?
  - Give me an example/scenario of someone who is at high risk for HIV? Medium risk? Low risk?
9. Do you feel like you are at risk for HIV? Have you ever been at risk? Why?

10. Where do you go if you want to learn about the risk of getting HIV? Do you think the information you find on HIV risk is reliable? Why or why not?
11. How much do you worry about HIV? Why?
  - Have you ever made a change in your life because you were worried about getting HIV?
  - What did you do?
12. Knowing that having sex has both risks and benefits, how does one weigh those risks and benefits in deciding to have unprotected sex? In deciding to [HIV prevention strategy/risk reduction topic]?
13. How would you describe your role in protecting yourself from HIV? How about your partner's role in protecting himself/herself? How about your partner's role in protecting you?
14. What websites do you like for HIV information? Why?

### **Presentation of [INSERT MATERIAL TYPE]**

Now I would like to show you some [INSERT MATERIAL TYPE] that the CDC might use to [insert HIV topic here].

There are [INSERT NUMBER] [INSERT MATERIAL TYPE] that I am going to share with you. Each [INSERT MATERIAL TYPE] has an introduction with supporting words, or the [INSERT MATERIAL TYPE], below it. I'll show you the introduction and the [INSERT MATERIAL TYPE] that go along with it and then we'll discuss them. We'll repeat this same process with each of the [INSERT NUMBER] sets of [INSERT MATERIAL TYPE]. For now, I would like us to avoid comparing the [INSERT MATERIAL TYPE]. Instead, let's consider each [INSERT MATERIAL TYPE] on its own first.

As we discuss each [INSERT MATERIAL TYPE], I will hand out a sheet of paper with the [INSERT MATERIAL TYPE] written on it that we will be using in this process. As we go along, there will be times when I will ask for you to mark certain information, rankings or ratings on this sheet of paper. I will be collecting these sheets at the end of our session.

**Note to interviewer: Repeat questions 13-28 for each [INSERT MATERIAL TYPE].**

15. What are your initial reactions to the [INSERT MATERIAL TYPE]?
  - What do you like about this [INSERT MATERIAL TYPE]?
  - What do you dislike?

- What would you say are the strengths of the [INSERT MATERIAL TYPE]? Weaknesses?
16. In your opinion, is this overall [INSERT MATERIAL TYPE] believable?
    - What makes it believable (or unbelievable)?
    - What information would you need in order to more strongly believe this [INSERT MATERIAL TYPE]?
  17. To what extent does this [INSERT MATERIAL TYPE] make [INSERT HIV PREVENTION STRATEGY] sound easy or complicated?
  18. Is there anything you would add to or change about this introduction or its [INSERT MATERIAL TYPE] to make it stronger or more motivating?
    - Are there any words or phrases that you don't agree with or don't like?
  19. What feelings do you have in reaction to this [INSERT MATERIAL TYPE]? How does this [INSERT MATERIAL TYPE] make you feel?
  20. Was this a new idea or something that you've heard before? Where have you heard it before?
  21. What is the main idea that this [INSERT MATERIAL TYPE] is trying to get across, in your own words?
  22. How well do you think the main ideas come across?
  23. What is this [INSERT MATERIAL TYPE] trying to get people to do?
  24. What action would this [INSERT MATERIAL TYPE] prompt you to take?
  25. What words were unusual or unfamiliar?
  26. What other words can be used in their place?
  27. Is there anything confusing, unclear, or hard to understand? What?
  28. Is there anything that is offensive?
  29. Because of the information presented in this [INSERT MATERIAL TYPE], how likely is that you will [insert behavior]?
  30. Do you strongly agree with any part of this [INSERT MATERIAL TYPE]? If so, what?
  31. Do you strongly disagree with anything in this [INSERT MATERIAL TYPE]? If so, what?

## **Comparison of [INSERT MATERIAL TYPE]**

32. Now, I'm going to ask you to compare the [INSERT MATERIAL TYPE] I have shown you. Please select the top [INSERT NUMBER] [INSERT MATERIAL TYPE] that would encourage you to do this behavior/strategy/activity. There is a paper in front of you, please write the letters of your top [INSERT NUMBER] [INSERT MATERIAL TYPE] on the paper. What are those?
33. Now, I am going to ask each of you to rank the [INSERT NUMBER] [INSERT MATERIAL TYPE] we discussed. On your same sheet of paper, please rank the [INSERT NUMBER] [INSERT MATERIAL TYPE] from 1 (your favorite) to X (your least favorite).
34. If you had to choose one, which one of the [INSERT MATERIAL TYPE] would most inspire or motivate you to get an [INSERT BEHAVIOR HERE]? What made you choose that material?
35. OK, now take a look at the rest of the [INSERT MATERIAL TYPE]. Are there any that you do like? If yes, which ones? For each one, tell me what it is about the [INSERT MATERIAL TYPE] that you don't like. Please mark those down on your sheet in the box next to the red flag.
36. Which [INSERT MATERIAL TYPE] [INSERT DESCRIPTOR]?
- 34a. What made you choose that [material or descriptor]?
37. Can you think of an idea or [INSERT MATERIAL TYPE] that we did not present that might motivate you to [INSERT BEHAVIOR/STRATEGY/ACTIVITY HERE]? What is it?

## ***Exploring Communication Strategies***

*Now, let's talk a little about how we can best deliver information on HIV [insert topic here].*

38. Where would you expect to see [INSERT MATERIAL TYPE] like these?
39. Where would they need to be so that you would pay attention to them?
40. Is [INSERT TOPIC HERE] a topic on which you seek out information? If so, how?
- What type of information are you seeking?
  - Where might you seek out information?
  - Where would you turn first for information?

- What websites do you like for HIV information? Why?
41. Where are some places you might notice [INSERT MATERIAL TYPE] like these?
  42. Besides work and home, where do you spend most of your free time?
    - Where are these places located (e.g., in what neighborhoods, areas of town, on what streets)?
  43. Would you go to a website that helped you decide how often you needed to [INSERT TOPIC HERE]?
  44. If you could sign up to be reminded to [INSERT TOPIC HERE] would you?
    - What kinds of reminders would work best for you (e.g. text, email)?
  45. Would you be willing to share your ideas about HIV [INSERT TOPIC HERE] on a website or Facebook page?
    - If yes, what are some of the ideas or information you would share?

## ***[INSERT MATERIAL TYPE] Comparing Risk Format***

46. Please take a look at [show number format or risk format] and can you tell me:
- What are your first impressions?
  - In your own words, what do these numbers mean?
    - i. Which number do you prefer/understand better?
    - ii. Is the risk presented in this [version/format] the same or different as the [version/format] on/in the [location- e.g., homepage/other page, screen, tool, graphic, etc]?
  - Based on the [number or risk] format shown, how risky would you say is this [behavior/activity] based on the number?
    - i. What does [risk related term] mean in [INSERT MATERIAL TYPE]?
    - ii. How would you compare these [insert number] [behaviors/activities]?
      - Probe: Is [behavior/activity] [modifier] risky for getting/transmitting HIV than Y? [Behavior/activity] will increase risk of getting/transmitting HIV: [X%] of the time; [Behavior/activity] will increase risk of getting/transmitting HIV [comparison] times
  - Based on the [number or risk] format shown, how effective is [strategy] at preventing HIV?
    - ii. What does [risk related term] mean in [INSERT MATERIAL TYPE]?
    - iii. How would you compare these [insert number] strategies?
      - Probe: Is [strategy] more effective at preventing HIV than Y? [Strategy] will help prevent getting HIV: [X%] of the time; [strategy] will prevent getting/transmitting HIV [comparison] times
47. Do you believe what it is saying? If so, what makes you believe it? If not, what makes you not believe it?
48. What is the main idea this message is trying to get across, in your own words?
- Thinking specifically of the risk for getting HIV, are these large or small numbers?
49. Now I'm going to ask each of you to rate the [INSERT MATERIAL TYPE] on a scale from 1-10 for how likely is it that the [INSERT MATERIAL TYPE] will [INSERT DESCRIPTOR HERE], with 1 not likely at all to get your attention and 10 being very likely to get your attention, how would you rate this [INSERT MATERIAL TYPE]? Please mark your rating on your paper.

50. Now I'm going to you/each of you to rate the [INSERT MATERIAL TYPE] on a scale from 1-10, with 1 being not effective and 10 being effective, how would you rate this [INSERT MATERIAL TYPE]? Please mark your rating on your paper.

51. Are there any that you strongly dislike? If yes, which materials? For each one, tell me what it is about the [INSERT MATERIAL TYPE] that you don't like. Please mark those down on your sheet in the box next to the frowning face.

52. Are there any that you strongly favor? If yes, which materials? For each one, tell me what it is about the [INSERT MATERIAL TYPE] that you really like. Please mark those down on your sheet in the box next to the smiley face.

**Please tell me the extent to which you agree or disagree with the following statements.**

53. Overall, I liked this [INSERT MATERIAL TYPE]  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

54. This [INSERT MATERIAL TYPE] was easy to read  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

55. I learned something new by reading this [INSERT MATERIAL TYPE]  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

56. I was interested in reading this [INSERT MATERIAL TYPE]  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

57. This [INSERT MATERIAL TYPE] was written for a person like me  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

58. This [INSERT MATERIAL TYPE] was easy to understand  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

59. I would read this [INSERT MATERIAL TYPE] if I saw it  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

60. I am interested in this [INSERT MATERIAL TYPE]'s topic  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

61. I can do what this [INSERT MATERIAL TYPE] suggests  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

62. This [INSERT MATERIAL TYPE] grabbed my attention.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

63. I trust the information in this [INSERT MATERIAL TYPE]  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

64. This [INSERT MATERIAL TYPE] said something important to me.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

65. This [INSERT MATERIAL TYPE] was convincing  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

66. This [INSERT MATERIAL TYPE] was believable  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

67. I liked this [INSERT MATERIAL TYPE] overall  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

68. This [INSERT MATERIAL TYPE] told me something I didn't already know  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

69. This [INSERT MATERIAL TYPE] would be helpful in convincing my friends to do the behavior/strategy/activity it suggests  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

70. This [INSERT MATERIAL TYPE] gave me good reasons to do the behavior/strategy/activity it suggests  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

71. This [INSERT MATERIAL TYPE] made me feel confident that I could do the behavior it suggests

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

72. This [INSERT MATERIAL TYPE] spoke to me

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

73. I do not like this [INSERT MATERIAL TYPE]

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

74. This [INSERT MATERIAL TYPE] was confusing

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

75. This [INSERT MATERIAL TYPE] would make me feel bad if I [INSERT HERE]

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

76. This [INSERT MATERIAL TYPE] [INSERT DESCRIPTOR]

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

71. There was too much information.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

72. I liked the way the information was organized.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

73. It was hard to find the information I was interested in.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

74. The information upset me.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

75. The [INSERT MATERIAL TYPE] has important information for people like me.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

76. The [INSERT MATERIAL TYPE] stereotypes certain people.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

76a. What groups of people do you feel this [INSERT MATERIAL TYPE] stereotypes: \_\_\_\_\_

77. The [INSERT MATERIAL TYPE] was offensive.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

77a. What did you find to be offensive in this [INSERT MATERIAL TYPE]: \_\_\_\_\_

78. The information in the [INSERT MATERIAL TYPE] was confusing.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

78a. What about this [INSERT MATERIAL TYPE] was confusing: \_\_\_\_\_

79. The information in the [INSERT MATERIAL TYPE] speaks to me.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

80. The [INSERT MATERIAL TYPE] gave me good reasons to take responsibility for my health.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

81. The [INSERT MATERIAL TYPE] gave me good reasons to take responsibility for my sex partner's health.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

82. The [INSERT MATERIAL TYPE] gave me good reasons to talk to my sex partners about ways we can prevent HIV.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

83. By doing the behaviors suggested in the [INSERT MATERIAL TYPE], I can protect myself from getting or transmitting HIV.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

84. There are many things I can do to prevent getting or transmitting HIV.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

85. The information in the [INSERT MATERIAL TYPE] was motivating.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

87. The [INSERT MATERIAL TYPE] was boring.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

88. I would recommend the [INSERT MATERIAL TYPE] to others.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

89. The [INSERT MATERIAL TYPE] used a fresh, new approach to communicate information about HIV.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

90. I would share the [INSERT MATERIAL TYPE] with others.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

91. I would look at the [INSERT MATERIAL TYPE] again if I wanted more information.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

92. I liked the way the [INSERT MATERIAL TYPE] looks.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

93. I liked the colors, images and graphics.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

94. I can do what the [INSERT MATERIAL TYPE] suggests.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

95. I will do what the [INSERT MATERIAL TYPE] suggests.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

96. There was information in the [INSERT MATERIAL TYPE] about HIV risk that I had never seen before.  
Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

97. There was information in the [INSERT MATERIAL TYPE] about HIV prevention strategies that I had never seen before.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

**Knowledge, Attitudes, Beliefs**

98. The information in this [INSERT MATERIAL TYPE] would make HIV-negative people take fewer sexual risks.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

99. The information in this [INSERT MATERIAL TYPE] would make me less willing to have unprotected sex with someone who is HIV positive.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

100. Because of [INSERT TOPIC HERE] for HIV described in this [INSERT MATERIAL TYPE], HIV negative people take more sexual risks.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

101. Because of [INSERT TOPIC HERE] for HIV described in this [INSERT MATERIAL TYPE], I'm less willing to have unprotected sex with someone who is HIV positive.

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

**Persuasiveness**

102. This [INSERT MATERIAL TYPE] was compelling

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

103. The [INSERT MATERIAL TYPE] was weak

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

104. Visiting the website/calling the number listed in the ad is a good start to change my behavior

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

105. By doing the behaviors suggested by the [INSERT MATERIAL TYPE], I can protect myself from HIV

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

106. Generally speaking, it is possible to change my behavior to protect myself from HIV

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

107. There are many things I can do to protect myself from HIV

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

### ***Informed Decision Making***

108. Did the [INSERT MATERIAL TYPE] ....

....help you recognize that a decision needs to be made about your sexual health issue?

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

....prepare you to make a better decision about your sexual health issue?

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

....help you think about the pros and cons of each option?

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

....help you think about which pros and cons are most important?

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

....help you know that the decision you make depends on what matters most to you?

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

.... Help you organize your own thoughts about the decision?

Strongly Disagree -----> Strongly Agree  
1 2 3 4 5

.... help you identify the questions you want to ask [your doctor or your partner or other].

Strongly Disagree -----> Strongly Agree  
1            2            3            4            5

Prepare you to talk to [your doctor or partner or other] about what matters most to you?

Strongly Disagree -----> Strongly Agree  
1            2            3            4            5

Prepare you for a follow-up [visit or conversation or other] with [your doctor or partner or other].

Strongly Disagree -----> Strongly Agree  
1            2            3            4            5

## **VII. Wrap-Up**

**After all that we have talked about today, I have a few final questions.**

109. Are you more or less likely now to [INSERT ACTION]? What makes you say that?
110. What would motivate you to want to [INSERT ACTION]?
111. Those are all of the questions I have, but before we end, do you have any closing thoughts or opinions you would like to share? Any questions?

### **In-Depth Interview Closing**

Okay, we are pretty much out of time. Do you have any last thoughts?

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.