

Submission under
0920-0572 Health Message Testing System

Attachment 5: Intercept Interview Guide

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Intercept Interview Guide

Introduction

Hello, my name is _____. I work for RTI International, a nonprofit research organization. We have been hired by the Centers for Disease Control and Prevention (CDC), a federal government agency, to get people's response to informational material that is under development concerning HIV/AIDS. We are not selling anything. If you are interested, we would ask you to sit down, look at the messages that are under development, and then ask you some questions. This would take no more than 20 minutes and you would receive \$10 cash as a token of our appreciation.

First, are you 18 years of age or older?

[If yes, continue].

Great. We would like to invite you to participate in an interview. As I said, you will receive \$10 as a token of appreciation for your participation. Are you willing to participate?

Yes___ **[CONTINUE]** No___ **[THANK/END]**

Invitation

Thank you for agreeing to participate. As I mentioned, we want to get your opinion/feedback on material being developed by the Centers for Disease Control and Prevention. You will be looking at messages the CDC is thinking about using to help increase people's awareness of HIV/AIDS.

First I am going to show you draft [INSERT MATERIAL TYPE] that the CDC has developed to be used for a variety of different communication materials.

[Show [INSERT MATERIAL TYPE].]

1. How would you sum up in just a few words your first impression of this [INSERT MATERIAL TYPE]? Do you like it? Not like it? What makes you say that?
2. What is the main idea that this [INSERT MATERIAL TYPE] is trying to get across, in your own words?
3. How well do you think the main idea comes across?
4. Is there anything confusing, unclear, or hard to understand?
5. Are there any words or phrases that bothered you or that you think should be said differently?
6. Does this [INSERT MATERIAL TYPE] make you want to do anything?
 - Does this motivate you to take action?
7. Would it make you want to [INSERT ACTION HERE]?
8. Do you plan to get more information about [INSERT TOPIC HERE]?
9. Have you ever heard of an organization called the Centers for Disease Control and Prevention or CDC?
10. How do you feel about CDC as the source of this information?
11. What do you think of having the logo of a governmental organization, such as the Centers for Disease Control and Prevention or CDC, on the [INSERT MATERIAL TYPE]?
12. What other comments would you like to make about this [INSERT MATERIAL TYPE]?

[INSERT MATERIAL TYPE] Comparing Risk Format

13. Please take a look at [show number format or risk format] and can you tell me:

- What does this mean in terms of risk?
- Are these the same/different?
- How risky is this behavior/activity/strategy?
 - i. Probe on very or high, medium, not at all

Comparison of [INSERT MATERIAL TYPE]

Next, I would like to you compare the [INSERT MATERIAL TYPE] you have just seen.

[OPTION ONE] Please select your favorite three [INSERT MATERIAL TYPE], then rank them in order of your most favorite to least favorite.

[OPTION TWO] Please rank all of the [INSERT MATERIAL TYPE] in order of your most favorite to least favorite.

Which [INSERT MATERIAL TYPE] [INSERT DESCRIPTOR]?

What made you choose that [material or descriptor]?

Next, I am going to read you several statements. For each statement, please tell me if you strongly disagree, disagree, neither agree or disagree, agree or strongly agree. To make it easier for you, I'm going to give you a card with the responses on it so that you can refer to it. Any questions?

14. Overall, I liked this [INSERT MATERIAL TYPE]

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

15. This [INSERT MATERIAL TYPE] was easy to read

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

16. I learned something new by reading this [INSERT MATERIAL TYPE]

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

17. I was interested in reading this [INSERT MATERIAL TYPE]

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

18. This [INSERT MATERIAL TYPE] was written for a person like me
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
19. This [INSERT MATERIAL TYPE] was easy to understand
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
20. I would read this [INSERT MATERIAL TYPE] if I saw it
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
21. I am interested in this [INSERT MATERIAL TYPE]'s topic
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
22. I can do what this [INSERT MATERIAL TYPE] suggests
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
23. This [INSERT MATERIAL TYPE] grabbed my attention.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
24. I trust the information in this [INSERT MATERIAL TYPE]
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
25. This [INSERT MATERIAL TYPE] said something important to me.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
26. This [INSERT MATERIAL TYPE] was convincing
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
27. This [INSERT MATERIAL TYPE] was believable
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
28. This [INSERT MATERIAL TYPE] told me something I didn't already know
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5

29. This [INSERT MATERIAL TYPE] would be helpful in convincing my friends to do the behavior it suggests

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

30. This [INSERT MATERIAL TYPE] gave me good reasons to do the behavior it suggests

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

31. 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

32. The [RISK ESTIMATE/MATERIAL TYPE] was clear

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

33. The [RISK ESTIMATE/#] deters me from doing this behavior

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

34. This [INSERT MATERIAL TYPE] spoke to me

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

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

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

36. This [INSERT MATERIAL TYPE] was confusing

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

37. This [INSERT MATERIAL TYPE] stereotypes [INSERT DESCRIPTOR]

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

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

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

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

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

40. There was too much information.

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

41. I liked the way the information was organized.

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

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

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

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

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

44. The information upset me.

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

45. The [INSERT MATERIAL TYPE] has important information for people like me.

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

46. The [INSERT MATERIAL TYPE] stereotypes certain people.

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

46a. What groups of people do you feel this [INSERT MATERIAL TYPE] stereotypes:_____

47. The [INSERT MATERIAL TYPE] was offensive.

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

47a. What did you find to be offensive in this [INSERT MATERIAL TYPE]:_____

48. The information in the [INSERT MATERIAL TYPE] was confusing.

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

48a. What about this [INSERT MATERIAL TYPE] was confusing:_____

49. The information in the [INSERT MATERIAL TYPE] speaks to me.

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

50. The [INSERT MATERIAL TYPE] gave me good reasons to take responsibility for my health.

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

51. 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

52. 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

53. 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

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

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

55. The information in the [INSERT MATERIAL TYPE] was motivating.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
56. The [INSERT MATERIAL TYPE] was boring.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
57. I would recommend the [INSERT MATERIAL TYPE] to others.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
58. The [INSERT MATERIAL TYPE] used a fresh, new approach to communicate information about HIV.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
59. I would share the [INSERT MATERIAL TYPE] with others.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
60. I would look at the [INSERT MATERIAL TYPE] again if I wanted more information.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
61. I liked the way the [INSERT MATERIAL TYPE] looks.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
62. I liked the colors, images and graphics.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
63. I can do what the [INSERT MATERIAL TYPE] suggests.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5

64. I will do what the [INSERT MATERIAL TYPE] suggests.
 Strongly Disagree -----> Strongly Agree
 1 2 3 4 5
65. 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
66. 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

67. 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
68. 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
69. 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
70. 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

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

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

73. 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

74. 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

75. Generally speaking, it is possible to change my behavior to protect myself from HIV
Strongly Disagree -----> Strongly Agree
1 2 3 4 5

76. There are many things I can do to protect myself from HIV
Strongly Disagree -----> Strongly Agree
1 2 3 4 5

Informed Decision Making

77. 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
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

[Repeat 14-32 for each [INSERT MATERIAL TYPE]]

78. I think that the HIV/AIDS epidemic is a critical issue.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

79. People should make a strong effort to do something about the HIV/AIDS epidemic.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

Follow-up Questions

80. Where do you get your information about HIV/AIDS?

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

81. Is HIV/AIDS 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?

82. When it comes to HIV/AIDS, are there any organizations that you would really trust as a reliable source of information?

We've finished the main part of our interview. I would now like to ask you just a few questions about yourself.

83. What was your sex at birth?

- Male
- Female
- Instersex
- Don't know
- Prefer not to answer

84. Do you consider yourself to be male, female, or transgender? (check only one)

- Male
- Female
- Transgender Man (or Transmale or Transman)
- Transgender Woman (or Transfemale or Transwoman)
- Don't know
- Prefer not to answer

85. What is your age:_____

86. What is the highest level of education you have completed?

- Less than high school graduate/some high school
- High school graduate or completed GED
- Some college or technical school
- Received four-year college degree
- Some post graduate studies
- Received advanced degree
- Other: _____

87. Please tell me your race or ethnic background. Are you? Ethnicity:

- Hispanic or Latino
- Not Hispanic or Latino

88. Race: (Please select one or more categories)

- White/Caucasian
- Black or African-American
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Asian
- Prefer not to answer

89. Which of the following categories best describes your total, annual household income?

- Under \$20,000/year
- \$20,001 – \$30,000/year
- \$30,001 – \$40,000/year
- \$40,001 – \$50,000/year
- \$50,001 – \$60,000/year
- \$60,001 – \$80,000/year
- \$80,001 – \$100,000/year
- Over \$100,000/year

90. What is your current relationship status? Are you...?

- Single
- Married to a man
- Married to a woman
- In a relationship with a man
- In a relationship with a woman
- Divorced or Widowed
- Refused

THANK, GIVE INCENTIVE, AND OBTAIN RECEIPT