Form Approved OMB No. 0920-0572 Exp. Date 03/31/2018

OADC Message and Material Feedback Surveys — Health Material Questions (online)

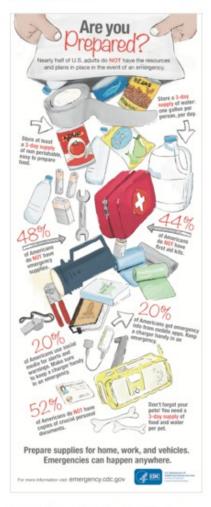
Public reporting burden of this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may 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 (0923-0047).

Form Approved OMB No. 0920-0572 Exp. Date 03/31/2018

Review Material: Survey #1 Material — for participants in Survey 1 ONLY

The next questions are about this health material. Please take a few minutes to read it entirely. After 90 seconds you'll be able to continue to the next page (you may stay on this page as long as you like).

As you read, please write down any words, phrases, or numbers that you think would be unclear to a family member or friend.



One quick question before you get started: Do you see the health material above this question on your screen?

Yes			
No			



Review Material: Survey #2 Material — for participants in Survey 2 ONLY

The next questions are about this health material. Please take a few minutes to read it entirely. After 90 seconds you'll be able to continue to the next page (you may stay on this page as long as you like).

As you read, please write down any **words, phrases, or numbers** that you think would be **unclear** to a family member or friend.



One quick question before you get started: Do you see the health material above this question or your screen?

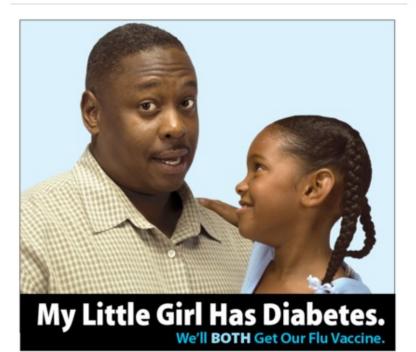
Yes			
No			



Review Material: Survey #3 Material — for participants in Survey 3 ONLY

The next questions are about this health material. Please take a few minutes to read it entirely. After 90 seconds you'll be able to continue to the next page (you may stay on this page as long as you like).

As you read, please write down any **words**, **phrases**, **or numbers** that you think would be **unclear** to a family member or friend.



If you live with or care for someone at high risk for serious complications from seasonal influenza, you should get a seasonal flu vaccine. Groups at high risk include kids and adults with chronic medical conditions like asthma and diabetes.

For more information, visit http://www.flu.gov or http://www.cdc.gov/flu



(\$2)229

One quick question before you get started: Do you see the health material above this question on your screen?

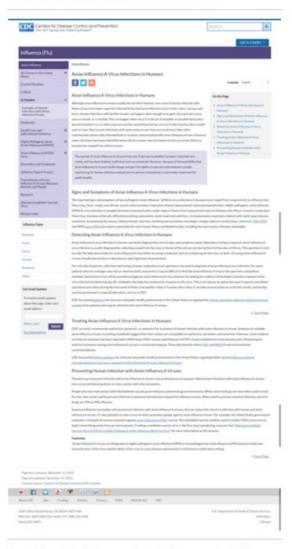
Yes

No

Review Material: Survey #4 Material — for participants in Survey 4 ONLY

The next questions are about this health material. Please take a few minutes to read it entirely. After 90 seconds you'll be able to continue to the next page (you may stay on this page as long as you like).

As you read, please write down any **words, phrases, or numbers** that you think would be **unclear** to a family member or friend.



One quick question before you get started: Do you see the health material above this question on your screen?

Yes			
No			



Main Audience, Message, & Intended Behavioral Recommendation

First, we would like to ask you a few questions about the information you read in the health material.

Note: If you want to look at the health material again, click the Previous button. If you've answered any questions on this page click Next, then click Previous. Answers on previous pages are already saved.

Please list any words, phrases, or numbers you think would be unclear to a family member or friend. (Your answer may be "none.")

Who do you think this material is written for?

What is the main message of this material?

- N	ext	30
	C-VI	

What is this material **asking you to do**? (Your answer may be "nothing.")

How likely are you to do this?

2	3 - Unsure	4	5 - Very likely	N/A
	2	2 3 - Unsure	2 3 - Unsure 4	2 3 - Unsure 4 5 - Very likely

How confident are you that you can do this?

1 - Not at all confident	2	3 - Neutral	4	5 - Very confident	N/A
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How important is this information to you?

1 - Not important to me	2	3 - Neutral	4	5 - Very important to me
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Next >>

Modified Consumer Information Rating Form (CIRF): Includes Survey #1 Material — for participants in Survey 1 ONLY

Next, we would like to ask you what you thought about this material. For each of the following questions, please select the answer that most closely reflects your opinion.

To jog your memory, here's the material again. (Use your mouse to scroll through the material.)



Overall, how easy or hard would you say it is to ...

Very easy (1)	Pretty easy (2)	ln between (3)	Pretty hard (4)	Very hard (5)
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
	easy (1) 0 0	easy (1) easy (2) O O O O O O	easy (1) easy (2) (3) O O O O O O O O O	easy (1) easy (2) (3) hard (4) O O O O O O O O O O O O O O O O

In your opinion, what would make this material easier to understand? (Your answer may be 'nothing.')



Please indicate your opinion about how much information was provided in this material.

Not enough		
Just right		
Too much		





Modified Consumer Information Rating Form (CIRF): Includes Survey #2 Material — for participants in Survey 2 ONLY

Next, we would like to ask you what you thought about this material. For each of the following questions, please select the answer that most closely reflects your opinion.

To jog your memory, here's the material again. (Use your mouse to scroll through the material.)



Overall, how easy or hard would you say it is to ...

	Very easy (1)	Pretty easy (2)	In between (3)	Pretty hard (4)	Very hard (5)
Read this information	0	0	0	0	0
Understand this information	0	0	0	0	0
Remember this information	0	0	0	0	0
Find important information	0	0	0	0	0

In your opinion, what would make this material easier to understand? (Your answer may be 'nothing.')



Please indicate your opinion about how much information was provided in this material.

Not enough		
Just right		
Too much		





Modified Consumer Information Rating Form (CIRF): Includes Survey #3 Material — for participants in Survey 3 ONLY

Next, we would like to ask you what you thought about this material. For each of the following questions, please select the answer that most closely reflects your opinion.

To jog your memory, here's the material again. (Use your mouse to scroll through the material.)



Overall, how easy or hard would you say it is to ...

	Very easy (1)	Pretty easy (2)	In between (3)	Pretty hard (4)	Very hard (5)
Read this information	0	0	0	0	0
Understand this information	0	0	0	0	0
Remember this information	0	0	0	0	0
Find important information	0	0	0	0	0

In your opinion, what would make this material easier to understand? (Your answer may be 'nothing.')



Please indicate your opinion about how much information was provided in this material.

Not enough		
Just right		
Too much		

<< Previous

Modified Consumer Information Rating Form (CIRF): Includes Survey #4 Material — for participants in Survey 4 ONLY

Next, we would like to ask you what you thought about this material. For each of the following questions, please select the answer that most closely reflects your opinion.

To jog your memory, here's the material again. (Use your mouse to scroll through the material.)

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Outprests A Visual Indiana in A visual Indiana and	exits Care and ryte of nees Aare human infections with some avian viruses have occurred most often after building and the many of the common of the commo	Outbreaks			
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Overall, how easy or hard would you say it is to ...

	Very easy (1)	Pretty easy (2)	In between (3)	Pretty hard (4)	Very hard (5)
Read this information	0	0	0	0	0
Understand this information	0	0	0	0	0
Remember this information	0	0	0	0	0
Find important information	0	0	0	0	0

In your opinion, what would make this material **easier to understand**? (Your answer may be "nothing.")

Please indicate your opinion about how much information was provided in this material.

Not enough	
Just right	
Too much	

Modified Consumer Information Rating Form (CIRF), continued

If you came into contact with this material for the first time and received this information, **how likely** is it that you would...

	Very likely (1)	Somewhat likely (2)	Unsure (3)	Somewhat unlikely (4)	Very unlikely (5)
Read the material	0	0	0	0	0
Use the information	0	0	0	0	0
Keep the material	0	0	0	0	0

In your opinion, what would make this material more useful? (Your answer may be "nothing.")

Timing

- These page timer metrics will not be displayed to the recipient.
- First Click: 0 seconds
- Last Click: 0 seconds
- #QuestionText, TimingPageSubmit#: 0 seconds
- #QuestionText, TimingClickCount#: 0 clicks

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Modified Consumer Information Rating Form (CIRF), continued: Includes Survey #1 Material — for participants in Survey 1 ONLY

Finally, we would like to ask you about how the material looks and sounds. Please select the choice that best describes your opinion. To jog your memory, here's the material again. (Use your mouse to scroll through the material.) Are you rebared's Organization 1 - Poorly 5 · Well 3 2 4 organized organized Attractiveness 2 3 5-4 Unattractive Attractive Text size 3 5 4 Popr Excellent Tone 5 4 3 Comforting Alarming Helpfulness 3 1 4 5. Helpful Unhelpful Bias 5 -Unbiased 2 3 4 Biased Spacing between text and graphics 4 5. 3 Excellent In your opinion, what could improve the overall look and feel of this material? (Your answer may be 'nothing.") << Previous Next >>

Modified Consumer Information Rating Form (CIRF), continued: Includes Survey #2 Material — for participants in Survey 2 ONLY

	ola u.s.			
Organization	_			
1 - Poorly organized	2	3	4	5 - Well organized
Attractivene	ss			
1 - Unattractiv	e 2	3	4	5 - Attractive
ext size				
1 - Poor	2	3	4	5 - Excellent
one				
1 - Alarming	2	3	4	5 - Comforting
Helpfulness				
1- Unhelpful	2	3	4	5 - Helpful
Bias				
1 - Biased	2	3	4	5 - Unblased
Spacing betw	veen text	and gra	phics	
1 - Poor	2	3	4	5 - Excellent
	2.			
n your opinic				may be

Finally, we would like to ask you about how the

Modified Consumer Information Rating Form (CIRF), continued: Includes Survey #3 Material — for participants in Survey 3 ONLY

material looks and sounds. Please select the choice that best describes your opinion. To jog your memory, here's the material again. (Use your mouse to scroll through the material.) Organization 1 - Poorly 5 - Well 3 4 organized organized Attractiveness 5 -Attractive 3 4 Unattractive Text size 5 1 3 4 Excellent Poor Tone 5 -Comforting 2 3 4 Alarming Helpfulness 5 3 л Unhelpful Bias 5 -Unbiased 4 Biased Spacing between text and graphics 5. 3 4 Excellent Poor In your opinion, what could improve the overall look and feel of this material? (Your answer may be "nothing.") < Previous Next >>

Finally, we would like to ask you about how the

Modified Consumer Information Rating Form (CIRF), continued: Includes Survey #4 Material — for participants in Survey 4 ONLY

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Organization				
1 - Poorly organized	2	3	4	5 - Well organized
Attractivenes	s			
1 - Unattractive	2	3	4	5 - Attractive
Text size				
1+ Poor	2	3	4	5 - Excellent
Tone				
1 - Alarming	2	3	4	5 - Comforting
Helpfulness				
1- Unhelpful	2	3	4	5 - Helpful
Bias				
1 - Biased	2	3	4	5 - Unbiased
Spacing betw	een text	and gra	phics	
1 - Poor	2	3	4	5 - Excellent
In your opinio and feel of th 'nothing.')				

Thank You & End of Survey

Thank you for sharing your opinions with us. Please click Next to submit your response.

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