

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

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

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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

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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.



You can only get Ebola from

- The body fluids of a person who is sick with or has died from Ebola.
- Objects contaminated with body fluids of a person sick with Ebola or who has died of Ebola.
- Infected fruit bats and primates (apes and monkeys).
- And, possibly from contact with semen from a man who has recovered from Ebola (for example, by having oral, vaginal, or anal sex).



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

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**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>



03/2009-4

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

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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.

The screenshot shows a CDC webpage with the following structure:

- Header:** CDC Centers for Disease Control and Prevention. Search bar with 'ASIAN INFLUENZA' entered.
- Page Title:** Asian Influenza A Virus Infections in Humans.
- Left Sidebar:** A navigation menu with categories like 'About Influenza', 'Current Situation', 'Influenza', 'Health Care and Laboratory Settings', 'Prevention and Treatment', 'Research', and 'Resources'. The 'About Influenza' section is expanded to show sub-topics like 'Influenza Types', 'Seasonal', 'Swine', 'Avian', 'Wild', 'Pandemic', and 'Other'.
- Main Content Area:**
 - Introduction:** A paragraph explaining that although seasonal influenza is common, it can cause human infection with Asian influenza A virus. It notes that Asian influenza A virus is a type of influenza A virus that can cause illness in humans and other animals.
 - Signs and Symptoms:** A section titled 'Signs and Symptoms of Asian Influenza A Virus Infections in Humans' describing symptoms like fever, cough, sore throat, and muscle aches.
 - Detecting Asian Influenza A Virus Infection in Humans:** A section explaining that Asian influenza A virus infections are usually diagnosed by laboratory testing.
 - Treating Asian Influenza A Virus Infections in Humans:** A section stating that CDC currently recommends influenza prevention or antiviral treatment for human infection with Asian influenza A virus.
 - Preventing Human Infection with Asian Influenza A Viruses:** A section discussing the use of influenza A virus vaccines and antiviral drugs.
- Right Sidebar:** A 'Related Page' section with links to 'Asian Influenza A Virus Infections in Humans', 'Signs and Symptoms of Asian Influenza A Virus Infections in Humans', 'Preventing Human Infection with Asian Influenza A Viruses', 'Treating Asian Influenza A Virus Infections in Humans', and 'Researching Human Infection with Asian Influenza A Virus'.

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

Yes

No

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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?

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

How **likely** are you to do this?

1 - Very unlikely	2	3 - Unsure	4	5 - Very likely	N/A
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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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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)	In between (3)	Pretty hard (4)	Very hard (5)
Read this information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understand this information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remember this information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find important information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

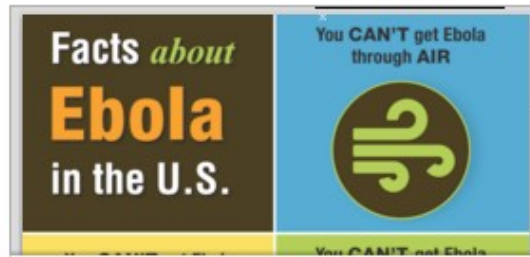
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Modified Consumer Information Rating Form (CIRF): Includes Survey #2 Material — for participants in Survey 2 ONLY

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understand this information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remember this information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find important information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

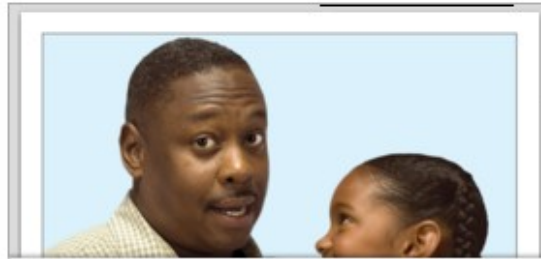
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Modified Consumer Information Rating Form (CIRF): Includes Survey #3 Material — for participants in Survey 3 ONLY

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understand this information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remember this information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find important information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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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.)



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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understand this information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remember this information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Find important information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keep the material	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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.)



Organization

1 - Poorly organized 2 3 4 5 - Well organized

Attractiveness

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 between text and graphics

1 - Poor 2 3 4 5 - Excellent

In your opinion, what could improve the overall **look and feel** of this material? (Your answer may be "nothing.")

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



Organization

1 - Poorly organized	2	3	4	5 - Well organized
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Attractiveness

1 - Unattractive	2	3	4	5 - Attractive
------------------	---	---	---	----------------

Text size

1 - Poor	2	3	4	5 - Excellent
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Tone

1 - Alarming	2	3	4	5 - Comforting
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Helpfulness

1 - Unhelpful	2	3	4	5 - Helpful
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Bias

1 - Biased	2	3	4	5 - Unbiased
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Spacing between text and graphics

1 - Poor	2	3	4	5 - Excellent
----------	---	---	---	---------------

In your opinion, what could improve the overall **look and feel** of this material? (Your answer may be "nothing.")

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



Organization

1 - Poorly organized	2	3	4	5 - Well organized
----------------------	---	---	---	--------------------

Attractiveness

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 between text and graphics

1 - Poor	2	3	4	5 - Excellent
----------	---	---	---	---------------

In your opinion, what could improve the overall **look and feel** of this material? (Your answer may be "nothing.")

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



Organization

1 - Poorly organized 2 3 4 5 - Well organized

Attractiveness

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 between text and graphics

1 - Poor 2 3 4 5 - Excellent

In your opinion, what could improve the overall **look and feel** of this material? (Your answer may be "nothing.")

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Thank You & End of Survey

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

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