

[Air SJU/Air BQN/Sea FAJ/Sea Pier 4/Air PSE/Sea PAN 2]: _____

Initials: _____

Interview number: _____ Outbound (OT)/Inbound (IT)

Intercept Interviews with Public Audiences in Puerto Rico To Test Zika Prevention Messages

A. Introduction for Interview

Hello, [respondent name], my name is _____ and I am representing the Puerto Rican Department of Public Health and CDC. We are doing short interviews and gathering opinions about some Zika prevention materials. Would you be willing to participate?

Thank you for your willingness to share your opinions with me.

Would you prefer to do the interview in English or Spanish? If Spanish is preferred, switch to the Spanish interview guide.

Would you prefer to see the materials in English or Spanish? Circle preference: English/ Spanish

The purpose of this interview is to get your opinions on messages. I have not developed the messages so you can be candid about what you think of them. The information we gather will be used by the Puerto Rico Department of Health and the Centers for Disease Control and Prevention. I only have a few questions so this will last less than 15 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.
- Do you have any questions before we begin?

B. Background Questions

What is the purpose of your trip?

Ask: Are you visiting family/ friends, or is this a business trip?

Gender: Circle Female/ Male

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

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

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

4. 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?

FEEDBACK ON UP TO TWO MESSAGES/MATERIALS

MESSAGE/MATERIAL #1: _____

1. In your own words, what is the main idea that this message is trying to get across? (1d)
2. Is it trying to get people to do something? (HMTS 3d)
Prompt: What action would the message prompt you to take?
3. Were there any words that were unusual or unfamiliar? (HMTS 4d)
4. Is there anything confusing, unclear, or hard to understand? (HTMS 6d)
5. What feelings do you have in reaction to this message? Anything positive? Anything negative? (HMTS 8d)
6. Is this message believable or not? Why or why not? (HMTS 15d)

13. Where would it need to be so that you would pay attention to it? (HMTS 65d)

14. 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
The message was convincing (HMTS 68e)	1	2	3	4	5
This message said something important to me (HMTS 69e)	1	2	3	4	5
I liked this message overall (HMTS 70e)	1	2	3	4	5
This message grabbed my attention (HMTS 71e)	1	2	3	4	5
This message told me something I didn't already know (HMTS 72e)	1	2	3	4	5
This message was confusing (HMTS 74e)	1	2	3	4	5
I do not like this message (HMTS 76e)	1	2	3	4	5

14. 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
The message was convincing (HMTS 68e)	1	2	3	4	5
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This message grabbed my attention (HMTS 71e)	1	2	3	4	5
This message told me something I didn't already know (HMTS 72e)	1	2	3	4	5
This message was confusing (HMTS 74e)	1	2	3	4	5
I do not like this message (HMTS 76e)	1	2	3	4	5

COMPARING MESSAGES

1. Which one was most inspiring or motivating for you personally? (HMTS 110d)

Thank you so much for your participation.