

**Intercept Interviews with Public Audiences in US Virgin Islands
To Test Zika Prevention Messages**

A. Introduction for Interview

Hello, [respondent name], my name is _____ and I am from _____.

Thank you for your willingness to share your opinions with me. 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 USVI 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.
- With your permission, I would like to record our conversation. I do this simply to make sure that I capture all of the information that you share and so I can listen to what you have to say and not worry about taking notes. The recording helps me in writing my report and is used for that purpose only. Is it okay for me to record our conversation?
- Do you have any questions before we begin?

B. 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. What is the main idea that this message is trying to get across, in your own words? (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? (HMTS 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)
7. Is there anything you want to know that this item does not tell you? (29d)
8. How do you feel about the images used in this concept? Are they helpful/engaging? Why/why not? (HMTS 5e)
9. Are there things about the pictures that you think are particularly attention-getting? Appealing? (HMTS 11e)
10. Are there things about the pictures that bother you in any way? (HMTS 12e)
11. How could this message be improved? (HMTS 33d)
12. Who would you say they are trying to reach? (HMTS 24d)
Prompt: Does it seem like this message is talking to you, and people like you? Or someone else? What in the message suggested it was talking to you and people like your or someone else?
13. Where would it need to be so that you would pay attention to it? (HMTS 65d)

MESSAGE/MATERIAL #2

1. What is the main idea that this message is trying to get across, in your own words? (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? (HMTS 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)
7. Is there anything you want to know that this item does not tell you? (29d)
8. How do you feel about the images used in this concept? Are they helpful/engaging? Why/why not? (HMTS 5e)
9. Are there things about the pictures that you think are particularly attention-getting? Appealing? (HMTS 11e)
10. Are there things about the pictures that bother you in any way? (HMTS 12e)
11. How could this message be improved? (HMTS 33d)
12. Who would you say they are trying to reach? (HMTS 24d)
Prompt: Does it seem like this message is talking to you, and people like you? Or someone else? What in the message suggested it was talking to you and people like your or someone else?
13. Where would it need to be so that you would pay attention to it? (HMTS 65d)

COMPARING MESSAGES

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

Thank you so much for your participation.