

ATTACHMENT B: Online Message Testing Survey

CDC/NCCDPHP/DCPC Message Testing of “Bring Your Brave” Campaign Materials

Demographics

1. Gender: (1a)
 - Male [terminate]
 - Female

2. In which of the following categories does your age fall: (2a.)
 - under 18 years of age [terminate]
 - 18-29 years of age
 - 30-44 years of age
 - 45 years of age or older [terminate]

3. Have you ever been diagnosed with [breast or ovarian cancer]? (44a.)
 - Yes [terminate]
 - No

4. What is the highest level of education you have completed? (4a.)
 - 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

5. Please indicate your race and/or ethnic background. Are you? (6a.)

Race: SELECT ONE OR MORE.

 - White/Caucasian
 - Black or African-American

Public reporting burden of this collection of information is estimated to average 20 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 (0920-0572).

- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Asian

Ethnicity: SELECT ANY THAT APPLY.

- Hispanic or Latino
- Not Hispanic or Latino

6. [non HTMS] Are you of Ashkenazi Jewish descent?

- Yes
- No

7. In what zip code do you currently live? ENTER FIVE DIGIT ZIP CODE. (9a.)

8. [non HTMS] Which of the following websites or social media channels do you access once a month or more? Check all that apply.

- € Facebook
- € Twitter
- € Instagram
- € Pinterest
- € Reddit
- € YouTube

9. Has your doctor talked with you about [breast cancer]? (70d.)

- Yes
- No

10. Is [breast cancer] a topic on which you seek out information? (72d.)

- Yes
- No

Materials

Materials are to be rotated in order shown to respondents. This survey shows one variation of the rotation.

Material B (1-3)



Prior Familiarity with Materials

11. Do you remember seeing this infographic before? (123d.)

- Yes
- No

o IF YES

▪ Please indicate any actions you took after seeing this infographic (check all that apply)

- € I did not take any action after seeing this infographic
- € I 'liked' it on social media
- € I shared it with others on social media
- € I thought about the issue
- € I talked with a family member about the information
- € I talked with a friend about the information
- € I took steps to learn my family history of cancer
- € I talked with my doctor about this information
- € Other: (please explain)

Overall Response

12. Overall, did you like this [infographic]? (26e.)

- Yes
- No

13. Does it seem like this message is talking to you, and people like you? (24d.)

- Yes
- No

14. Is [the infographic] easy to understand? (33e.)

- Yes
- No

If no, please describe the areas that were confusing or hard to understand:

Please indicate how much you agree or disagree with the following statements about the (infographic.).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
15. This [infographic] said something important to me. (69e.)	1	2	3	4	5
16. The message was dumb. (79e.)	1	2	3	4	5
17. I <u>can</u> do what this ad suggests (40e.)	1	2	3	4	5
18. I <u>will</u> do what this ad suggests (41e.)	1	2	3	4	5
19. I trust the information in this ad (42e.)	1	2	3	4	5

20. Did you learn something new by reading this? (E.55.e)

- Yes
- No

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
21. The images are engaging (5e.)	1	2	3	4	5
22. The images are helpful (7e.)	1	2	3	4	5
23. I like the way this ad looks (37e.)	1	2	3	4	5

24. What other comments would you like to make about this infographic? (E.63.e)

Material A1



Prior Familiarity with Materials

25. Do you remember seeing this infographic before? (123d.)¹

- Yes
- No

a. IF YES

i. Please indicate any actions you took after seeing this infographic (check all that apply)

- € I did not take any action after seeing this infographic
- € I 'liked' it on social media
- € I shared it with others on social media
- € I thought about the issue
- € I talked with a family member about the information
- € I talked with a friend about the information
- € I took steps to learn my family history of cancer
- € I talked with my doctor about this information
- € Other: (please explain)

Overall Response

26. Overall, did you like this [infographic]? (26e.)

- Yes
- No

¹ Strikethrough text indicates wording changes from original question in the HMTS Question Bank.

27. Does it seem like this message is talking to you, and people like you? (24d.)

- Yes
- No

28. How much of the [infographic] would you read? Please choose all that apply. (37d.)

- I would only read the headline
- I would only look at the image/s
- I would only read the headline and look at the image/s
- I would read the whole thing
- I wouldn't read any of it

29. Is [the infographic] easy to understand? (33e.)

- Yes
- No

If no, please describe the areas that were confusing or hard to understand:

30. Did you learn something new by reading this? (E.55.e)

- Yes
- No

Please indicate how much you agree or disagree with the following statements about the (infographic.).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
31. This [infographic] said something important to me. (69e.)	1	2	3	4	5
32. I am interested in this ad's topic (36e.)	1	2	3	4	5
33. The message was dumb. (79e.)	1	2	3	4	5
34. I like the way this ad looks (37e.)	1	2	3	4	5
35. I trust the information in this ad (42e.)	1	2	3	4	5

36. Would you consider doing the 5 steps listed to learn your family history of cancer? (40d.)

- Yes
- No

[If no] Please indicate why not (Check all the reasons that apply)

- I don't think it's important
- I don't have time

- I'm afraid [of talking with my family about our cancer history]
- I don't have a health care provider
- I would be embarrassed
- I don't know how to [talk with my family about medical issues]
- I'm not at risk for [breast and ovarian cancer]
- Other: ____

37. What other comments would you like to make about this infographic? (E.63.e)

Material C (1-3)

Prior Familiarity with Materials

38. Do you remember seeing this video before? (123d.)

- Yes
- No

o IF YES

▪ Please indicate any actions you took after seeing this video (check all that apply)

- € I did not take any action after seeing this video
- € I clicked on a link provided
- € I thought about the issue
- € I talked with a family member about the information
- € I talked with a friend about the information
- € I took steps to learn my family history of cancer
- € I talked with my doctor about this information
- € Other: (please explain)

Overall Response

39. Is [the video] easy to understand? (33e.)

- Yes
- No

40. [Non HTMS] Were there parts of the video that were unclear or confusing?

- Yes
- No

If yes, please describe the parts that were confusing or hard to understand:

41. Does it seem like this message is talking to you, and people like you? (24d.)

- Yes
- No

42. What do you think about the length of the video? (18e.)

- Too long
- Too short
- Just right

Please select the number which indicates how much you agree or disagree with each statement.

	Strongly Disagree				Strongly Agree
43. This [video] grabbed my attention. (71e.)	1	2	3	4	5
44. This [video] told me something I didn't already know.	1	2	3	4	5
45. This [video] was confusing. (74e.)	1	2	3	4	5
46. I do not like this [video]. (76e.)	1	2	3	4	5
47. I liked the person in this [video] (27e.)	1	2	3	4	5
48. I am interested in this [video's] topic (36e.)	1	2	3	4	5
49. I trust the information in this video (42e.)	1	2	3	4	5

50. What other comments would you like to make about this video? (E.63.e)

Material C4

Prior Familiarity with Materials

51. Do you remember seeing [this video] before? (123d.)

- Yes
- No

o IF YES

- Please indicate any actions you took after seeing this video (check all that apply)

- € I did not take any action after seeing this video
- € I looked online for more information about the issue
- € I thought about the issue
- € I talked with a family member about the information
- € I talked with a friend about the information
- € I talked with my doctor about this information
- € Other: (please explain)

Overall Response

52. Is [the video] easy to understand? (33e.)

- Yes
- No

53. [Non HTMS] Were there parts of the video that were unclear or confusing?

- Yes
- No

If yes, please describe the parts that were confusing or hard to understand:

54. Does it seem like this message is talking to you, and people like you? (24d.)

- Yes
- No

55. What do you think about the length of the video? (18e.)

- Too long
- Too short
- Just right

Please select the number which indicates how much you agree or disagree with each statement.

	Strongly Disagree				Strongly Agree
56. This [video] grabbed my attention. (71e.)	1	2	3	4	5
57. This [video] told me something I didn't already know.	1	2	3	4	5
58. This [video] was confusing. (74e.)	1	2	3	4	5
59. I do not like this [video]. (76e.)	1	2	3	4	5
60. I liked the person in this [video] (27e.)	1	2	3	4	5
61. I am interested in this [video's] topic (36e.)	1	2	3	4	5
62. I plan on looking into [my personal family medical history of cancer] (20f.)	1	2	3	4	5
63. The message that I saw about [breast cancer and genetic counseling] was compelling. (77e.)	1	2	3	4	5
64. I trust the information in this video (42e.)	1	2	3	4	5

65. What other comments would you like to make about this video? (E.63.e)

Concluding Question

66. What types of information would you like to receive regarding [breast cancer or breast health, in general]?

67. [non HTMS] Where do you think the content you have seen in this survey should be posted? Check all that apply. [Similar to 80d.]

- Facebook
- Twitter
- Instagram
- Pinterest
- Reddit
- YouTube
- CDC website
- Other