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Background

NORC will conduct virtual interviews each with members of the following four audiences: 8 interviews with members of the public, adults aged 18-49; 8 interviews with African American adults, over the age of 18; 8 interviews with Hispanic adults, over the age of 18; and eight interviews with adults aged 50 and above. The purpose of these virtual interviews is to test DoT PSAs to gain a better understanding of how these key audiences are interpreting and reacting to the key messaging from HRSA's campaigns to raise awareness around organ donation.

Population	TV PSA
Adults 18-49	Good In You
Adults ages 50+	Sam Wyche
African Americans	Blake or Roxanne
Hispanics	America

Screener

Hello! My name is (name). I'm working with NORC at the University of Chicago – a nonprofit research organization that will be conducting interviews with members of the public around the topic of organ donation on behalf of the Department of Health and Human Services, Health Resources and Services Administration's (HRSA) Division of Transplantation (DoT). Would you be willing to watch a short video clip and participate in a 20 minute interview about how HRSA DoT can best communicate about organ donation to people like you? Your participation is voluntary, and as a token of our appreciation, we are offering \$40 as an incentive for your participation. There are no penalties if you choose not to participate.

Are you interested in participating?

Public Burden Statement: The HRSA Division of Transplantation will use feedback from these interviews to inform development of organ donation outreach messages and improve customer experience. 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. The OMB control number for this information collection is 0915-0212, and it is valid until 7/31/2021. This information collection is voluntary. The public reporting burden for this collection of information is estimated to average 0.5 hour per response, including the time for reviewing instructions, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to HRSA Reports Clearance Officer, 5600 Fishers Lane, Room 14N136B, Rockville, Maryland, 20857 or paperwork@hrsa.gov



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IF YES: Great! First, I need to ask you a few questions to find out if your background meets the needs of the study.

1. What is your age?
 - a. Under 18
 - b. 18-26
 - c. 25-34
 - d. 35-49
 - e. 50+

2. Are you ... **TARGET 50/50**
 - 1 Female
 - 2 Male
 - 3 Other

3. Which of the following best describes your race or ethnicity? *Please select all that apply.*
 - 1 White/Caucasian
 - 2 Black/African American
 - 3 Asian, Pacific Islander
 - 4 American Indian
 - 5 Other, specify _____
 - 6 Prefer not to answer

4. Are you Hispanic or of Spanish descent?
 - 1 Yes
 - 2 No
 - 3 Prefer not to answer

Interview Guide

Introductions/Overview of Purpose

Thank you very much for speaking with us today. Before we get started, I'd like to note a couple of things:



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- 1) We are recording this conversation. The recording is just for our note taking purposes, and nothing that you say will be seen by anyone other than qualified researchers working on this project, except as otherwise required by law. Your responses will be combined with others, and you will never be personally identified. Do we have your permission to record?
- 2) Also, you are not required to answer any questions that you don't want to, and you can end this interview at any time.
- 3) Any questions?

Knowledge and attitudes around organ donation

1. When I say “organ donation,” what is the first thing that comes into your mind? What makes you say that?
 - a. What kinds of feelings does organ donation bring up for you? Positive? Negative? What makes you feel that way?
2. How familiar are you with organ donation? What have you seen/heard/read about it?

PROBE:

 - a. What have you seen/heard/read about the need for organ donors?
 - b. Who can be an “organ donor”?
 - c. From your understanding, how does someone become an organ donor? How does that process work? Who makes the decision to donate?
3. Where have you seen/heard/read anything about organ donation? (From whom or which channels, e.g., mass media).
 - a. PROBE: When did you see/hear/read this information?
4. Are you currently a registered organ donor? Why/Why not?
 - a. If yes, how/where did you register?
 - b. If yes: Have you shared your decision with your family? Why/why not?



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Message Concept Testing

Now, I'm going to show you some information about organ donation and get your reaction. [SHOW CONCEPT, THEN ASK]:

1. How would you describe the main idea or takeaway here?
2. Overall, what are your reactions to this ad? How believable is it? Was it convincing? Why or why not?
3. What stood out in a positive way?
4. What, if anything, was new or surprising about this ad/video? Have you heard this information before?
5. What, if anything, gave you a negative feeling or caused concern?
6. Was there anything that was confusing? What needs to be explained more? What else do you need to know at this point?
7. How, if at all, does this affect your interest in learning more about organ donation? In registering as a donor?
8. What might you do after seeing this ad/video? Probe: Talk to family/friends about organ donation? Register to be an organ donor? Visit the website? Share this information on social media?

Wrap Up

Thank you for taking the time to speak with me today. Is there anything else related to this topic that we haven't covered that you think is important or any other ideas you'd like to share?