

Attachment D: Public Health Official Interview Guide

I. BACKGROUND/CONTEXT

- a. Hello I am [MODERATOR'S NAME]. You are being asked to participate in an interview being conducted by the Centers for Disease Control and Prevention (CDC), with the assistance of Oak Ridge Associated Universities. In the interview, you will be asked your opinions about CDC's radiation emergencies website. Your answers can improve efforts to provide accurate, helpful information to the public and public health professionals. Your name will not be used in the final report. No statement you make will be linked to you by name. Only members of the research staff will be allowed to look at the records. When we present this study or publish its results, your name or other facts that point to you will not show or be used. Do you have any questions before we begin the interview?
 - b. Today we will be asking you questions about CDC's radiation emergencies website. Radiation emergencies may be intentional (terrorist related) or unintentional. Intentional or terrorist acts could involve introducing radioactive material into the food or water supply, using explosives (like dynamite) to scatter radioactive materials (called a "dirty bomb"), bombing or destroying a nuclear facility, or exploding a small nuclear device. Unintentional emergencies include nuclear reactor accidents and transportation accidents (unintentional spill of radioactive material from a truck or train).
1. Tell me a **little bit about your position [job]**.
 - a. What are your responsibilities and/or daily job activities?
 - b. How long have you been in that position?
 - c. Please describe your role/potential role in a radiation emergency.
 - d. Do you have any responsibilities in planning or administering training for radiation emergencies?
 - If yes, please describe.
 2. What is your **involvement in communicating information** that pertains to preparing for or responding to a radiation emergency?
 - a. **Who** do you give radiation emergency information to? [internal use by colleagues, response partners, general public, media]
 - b. What type of information do you need or want to give them? Guidance? Facts? Other?
 - c. What kinds of concerns or questions do they ask about preparing for and responding to radiation emergencies?

CDC estimates the average public reporting burden for this collection of information as 60 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information 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 (0920-1050)

- d. **How do you answer their questions?**
3. Do you know of **any resources** that are specifically for finding information about preparedness and response for radiation emergencies? Which ones?
 - a. Do you ever use them? How?
 - b. What content do you look for?
4. If a radiation emergency occurred, what method would you most likely use to get information? Smart Phone, Tablet, Website, Television, radio or other?

II. TESTING WEBSITE

I'd like to ask you to use this website, <https://emergency.cdc.gov/radiation/>, to find information on preparing for and responding to radiation emergencies.

1. If you were at this website when there wasn't a radiation emergency, what might you be here to do [for example, planning/preparing for a radiation emergency]? I'd like to ask you to look up that information the same way you would normally in your current role.
 2. What would you **do first** on the website?
[Where would you look on this page for information on preparedness?]
 3. What are your thoughts about the **categories** on the page?
 4. What are your thoughts about the words used in the **navigation** area?
 5. What would you **expect to find** if you clicked [here]?
 - a. Icons with rollovers [realize clickable? Can users navigate between Get Inside, Stay Inside, Stay Tuned pages when icons are on the right side?]
 6. **Resource Library** categories: [can the user find resource library and ways to sort information?]
 - a. Are these the right information *types* for your needs? [planning/training/guidance]
 - b. Are these the right *topics* for your needs?
 - c. Do you identify with any of the *audiences/roles* listed? [public health professionals, first responders]
 7. **Left Navigation** – Public Health Professionals
You have been invited to speak at a local community health center to raise awareness about protective actions that can be taken in a radiation emergency. Using the left navigation bar, where would you go to look for these materials? Targets:
 - a. **Education Videos-Protective Actions, Pharmaceutical Countermeasures, and Health Effects**
<https://emergency.cdc.gov/radiation/protectiveactions.asp>
 - b. **Radiation Emergency Training, Education and Tools**
<https://emergency.cdc.gov/radiation/training.asp>
-

Task 1.

You work at a health department and you have been tasked with finding information about population monitoring as part of the emergency response planning efforts for your organization. Where would you go to get resources about population monitoring?

Target Pages:

Population Monitoring and Community Reception Center Resources

<https://emergency.cdc.gov/radiation/populationmonitoring.asp>

Population Monitoring in Radiation Emergencies

<https://emergency.cdc.gov/radiation/pdf/population-monitoring-guide.pdf>

Radiation Emergency Training, Education and Tools

<https://emergency.cdc.gov/radiation/training.asp>

Resource Library

<https://emergency.cdc.gov/radiation/resourcelibrary/all.asp>

While the user is clicking through the website, ask the following questions about content. The full list of questions can be dispersed throughout the entire conversation, as time will not allow all questions to be asked with regard to each of the pages.

- What information is **most important** for you?
- What do you think about **the labels and naming** of things?
- What do you think about how the information is **organized**?
- What do you think about how the information is **presented**?
- Is this the **right level of detail** that you need? Do you want more or less information?
- How do you like to **view information**? In what form?
- What **formats** would you like to see here? How would you use them?
 - Do **certain formats work better for some** types of information? (Bullets, paragraphs, charts, images, video, other?)
 - Do certain formats work better for use in communications with partner agencies? (Fact sheets, web links, brochures)
- What **would you do with this information**?
- How likely are you to **use this information to prepare for** a radiation emergency?
- What specifically would you **do next**?
- Does this website give you **information you need** to prepare for a radiation emergency?
- Would you **share this information**? How? With whom?
- What **features** could help you use/share this information?
- How could this information **be more useful** to you?
- Is there anything you are **unclear** about? Does the content make sense?
- Is **any information missing**?
- **What else** would you like to see here?

Task 2.

You would like to develop instructions about medical treatments in a radiation emergency and you are unsure which medical treatments should be used or not used during a radiation emergency. Where would you go to find training information on medical countermeasures for radiation exposure? Target pages:

Radiation Emergency Training, Education and Tools

<https://emergency.cdc.gov/radiation/training.asp>

Training: Medical Countermeasures for Radiation Exposure and Contamination

<https://emergency.cdc.gov/radiation/countermeasuretraining.asp>

Medical Countermeasures (Treatments) for Radiation Exposure and Contamination

<https://emergency.cdc.gov/radiation/countermeasures.asp>

Resource Library

<https://emergency.cdc.gov/radiation/resourcelibrary/all.asp>

[REPEAT QUESTIONS IN BLUE FROM TASK 1]

Task 3.

After a radiation emergency, there may be services in your state that can be used to assess and monitor people who may be exposed to radiation. You would like to be able to provide a walk-through of the process to local health departments. Where would you go to find web-based training resources for this process? Target pages:

Radiation Emergency Training, Education, and Tools

<https://emergency.cdc.gov/radiation/training.asp>

Virtual Community Reception Center (vCRC)

<https://emergency.cdc.gov/radiation/crc/vcrc.asp>

[REPEAT QUESTIONS IN BLUE FROM TASK 1]

Task 4.

A radiation emergency has occurred and one of the impacted counties in your state would like some basic information on measuring radiation and clarification about radiation dose? Where would you go to find information that explains these radiation concepts? Target pages:

Radiation Basics

<https://www.cdc.gov/nceh/radiation/basics.html>

Frequently Asked Questions about Radiation Emergencies

<https://emergency.cdc.gov/radiation/emergencyfaq.asp>

Radiation Thermometer

<https://emergency.cdc.gov/radiation/radiationthermometer.asp>

[REPEAT QUESTIONS IN BLUE FROM TASK 1]

III. WRAP-UP

1. What are your overall impressions of this website I've shown you today?
 - What did you like best about the Radiation Emergencies website?
 - What did you like least about the website?
2. What do you think of the graphics?
 - Are they appropriate for the content?

- Are there any graphics that do not enhance the content?
 - Are there areas where more graphics should be included?
3. How easy was it to navigate through the website?

 4. Are there any pages where the headings may not reflect the page content for easy access?

 5. How likely are you to use this in the future?
 - What do you think you would use it for? When?
 - What one or two things could make this more useful?

 6. Keeping in mind your information needs for preparedness and response to a radiation emergency, what is the most important thing to you when coming to a website like this?

 7. Which parts of the site do you think you would use during a radiation emergency? Why? How?

 8. Is there anything else you can tell me about how this site could be better for you?

Those are all my questions. Thank you so much for all of your feedback. It was really helpful! If you would like further information on radiation emergencies, please refer to our current website, <https://emergency.cdc.gov/radiation>