

Protocol for National Survey of Children’s Health Mail Materials

Round 1 Cognitive Interviews

Participant ID #: |__|__|__|__|__|__|__|__|__|

Interview Date: |__|__| / |__|__| / |__|__|__|__| (mm/dd/yyyy)

Interviewer initials: |__|__|

Start Time: _____ AM / PM End Time: _____ AM / PM

Protocol for National Survey of Children’s Health Screener Card Pretesting

Introduction : **** READ/ PARAPHRASE THE FOLLOWING TEXT****

Greeting: Hello. My name is _____, and I work for the Census Bureau.

Thank you for agreeing to participate in our study.

What: Let me start by telling you a little about what we will be doing today. The National Survey of Children’s Health (NSCH), is conducted by the Census Bureau and sponsored by the Health Resources and Services Administration (HRSA). This survey collects information about the health and well-being of America’s children. We’re working to improve the survey contact materials. Before we finalize the materials, we want to test them with people like yourself to make sure they are understood as intended.

We’re asking you to read through the materials as if you received them in the mail. We are interested in your feedback on the materials so we can improve them. We will be looking at several items. I’ll explain each one to you as we go along. I’m going to ask you to read through them and then ask you some questions about them. There are no right or wrong answers. We are interested in what people really think about the survey materials you will see today. Please give me your honest impressions, whether good or bad. We appreciate your help so we can make them work well for everyone.

How: ****SHOW PARTICIPANT THE STACK OF MATERIALS****

These are some materials from the National Survey of Children’s Health. If this were the real survey, you could receive these in the mail. In a couple of minutes, I am going to ask you to look at these just as you would if you had received them at home but with one major difference.

Think Aloud: I would like you to think aloud as you read over the materials and answer some questions. I am interested in your feedback on the materials, but I am also interested in the process you go through in your mind as you read through them. I would like you to tell me everything that you are thinking and feeling as you see

and read over these materials. You might have some questions about the survey that come up as we go. You can still ask these questions, but I will wait until the end to answer them. I want to use this time to get your thoughts and opinions.

Practice: Let's do a practice before we start. Please think aloud as you answer this question: How many windows are in your home?

Interruptions: I might stop you at a couple of points and ask you some questions about your feedback, or about the materials themselves. I am also going to ask you some questions at the end. There are no right or wrong answers, because only you know what you are thinking.

Do you have any questions before we begin?

Confidentiality: Our session today is completely confidential. Your participation in this study is completely voluntary, and you can decline to answer any particular question.

Recording: So I don't have to rely on my memory later on, I'd like to record this interview. That way, I can focus today on what you're saying rather than having to concentrate on taking notes. Is that ok with you?

****HAVE PARTICIPANT SIGN CONSENT FORM****

****Begin: **TURN ON RECORDER****

OK, let's begin. Please remember to think aloud as you go through the materials.

Research Questions

1. Do participants prefer a left sidebar, a right sidebar, or no sidebar?
2. What do participants think of the bulleted information?
 - a. Did participants read it?
 - b. Is it motivating?
 - c. Are some facts more motivating than others?
3. What do participants think the letter wants them to do?
4. Do participants think the letter gives them all the information they need?
5. What do participants think of their city being named in the greeting?
6. What do participants think of the envelopes?
7. Would participants fill out the survey?
8. How do participants react to the topical letter having their child's information in it?

Interviewer: *Note any confusion or difficulties participants have with the materials.*

If participant is not being talkative despite reminders, ask them if there are things they like, don't like, or find confusing.

Condition A (page 5):

Show NSCH 11wa_1 (existing envelope)

Show NSCH 11wa_2 (priority envelope)

Show NSCH 11wa_3 (revised envelope)

Show PCW_1

Show PCW_2 and PCW_3

Show NSCH 12wa(SC) (participant's choice) (no envelope)

Show the other two NSCH 12wa(SC) (no envelope)

Show NSCH 13 (participants' preference) (no envelope)

Show NSCH 21b (participant's preference) (no envelope)

Show NSCH 22b (participant's preference) (no envelope)

Condition B (page 12):

Show NSCH 11wa_2 (revised envelope)

Show NSCH 11wa_3 (existing envelope)

Show NSCH 11wa_1 (priority envelope)

Show PCW_2

Show PCW_3 and PCW_1

Show NSCH 12wa(SC) (participant's choice) (no envelope)

Show the other two NSCH 12wa(SC) (no envelope)

Show NSCH 13 (participants' preference) (no envelope)

Show NSCH 21b (participant's preference) (no envelope)

Show NSCH 22b (participant's preference) (no envelope)

Condition C page 19):**Show NSCH 11wa_3 (priority envelope)****Show NSCH 11wa_1 (revised envelope)****Show NSCH 11wa_2 (existing envelope)****Show PCW_3****Show PCW_1 and PCW_2****Show NSCH 12wa(SC) (participant's choice) (no envelope)****Show the other two NSCH 12wa(SC) (no envelope)****Show NSCH 13 (participants' preference) (no envelope)****Show NSCH 21b (participant's preference) (no envelope)****Show NSCH 22b (participants' preference) (no envelope)**

CONDITION A

*****HAND THE PARTICIPANT THE EXISTING ENVELOPE CONTAINING NSCH11wa_1

SET-UP: This is the first piece of mail you would receive if you were selected to participate in the survey.

Standard Probe:

1. Do you think you would open this if you received in the mail? **(IF NEEDED)** Why or why not?

Now, I'd like for you to open the envelope and read through the materials as you would if you received it received in mail. Please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:**INTERVIEWER: DID P READ THE LETTER OR SKIM IT?**

2. **(IF NEEDED)** Did you read the letter/skim it?
3. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
4. What did you notice first?
5. What do you think this letter is asking you to do?
6. What would you do next?
(IF NEEDED) Would you respond to the survey?
7. **(IF NEEDED)** Did you notice that the greeting of this letter says "(city) resident"? How do you feel about that?
8. Is there any other information that you think should be in this letter?

INTERVIEWER: DID P READ THE FAQs?

9. **(IF P READ FAQs)** What do you think about these FAQs?
10. Is there any other information that you think should be in these FAQs?

***HAND THE PARTICIPANT THE PRIORITY ENVELOPE CONTAINING NSCH11wa_2
**

SET-UP: Here is another version of the letter that you might receive in the mail.

Standard Probe:

1. Do you think you would open this if you received in the mail? (IF NEEDED) Why or why not?
2. Which envelope do you prefer?

Now, I'd like for you to open the envelope. Again, please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. (IF NEEDED) Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?
4. (IF NEEDED) What would you do next?
(IF NEEDED) Would you respond to this letter?
5. Do you prefer one of these letters over the other? Why?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
6. (IF P READ FAQs) What do you think about these FAQs?
7. (IF NEEDED) Is there any other information that you think should be in these FAQs?

***HAND THE PARTICIPANT THE REVISED ENVELOPE CONTAINING NSCH11wa_3
**

SET-UP: Here is another version of the letter that you might receive in the mail.

Standard Probe:

1. Do you think you would open this if you received in the mail? (IF NEEDED) Why or why not?
2. Which of the three envelopes do you prefer?

Now, I'd like for you to open the envelope. Again, please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. (IF NEEDED) Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?

INTERVIEWER: DID P READ THE BULLETS OR SKIM THEM?

4. (IF NEEDED) Did you read the information listed here/skim it?
5. What do you think of the information listed here?
6. (IF NEEDED) Are there any bullet points that you do like or do not like?
7. (IF NEEDED) Are there any bullet points that are meaningful or relevant to you?
8. Is there any other information you would like to see here?
9. (IF NEEDED) What would you do next?
(IF NEEDED) Would you respond to this letter?
10. Do you prefer one of these letters over the other? Why?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
11. (IF P READ FAQs) What do you think about these FAQs?
12. (IF NEEDED) Is there any other information that you think should be in these FAQs?

****HAND THE PARTICIPANT PCW_1****

SET-UP: Here is a postcard you might receive in the mail.

Standard Probe:

1. Do you think you would read this postcard if you received it in the mail? **(IF NEEDED)**
Why or why not?
INTERVIEWER: DID P READ THE LETTER OR SKIM IT?
2. **(IF NEEDED)** Did you read the postcard/skim it?
3. What did you notice first?
4. What do you think this postcard is asking you to do?
5. What would you do next?
(IF NEEDED) Would you respond to the survey?
6. Is there any other information that you think should be on this postcard?

****HAND THE PARTICIPANT PCW_2 AND PCW_3****

SET-UP: Here a two more versions of that postcard. Again, please remember to think aloud and share any impressions or thoughts while looking at these postcards.

1. Do you think you would read either of these postcards if you received them in the mail?
(IF NEEDED) Why or why not?
2. Do you prefer one of these three postcards over the others? Why?

*****HAND THE PARTICIPANT NSCH12wa(SC) in their preferred format ****

SET-UP: Here is another letter you might receive in the mail if you did not respond to the postcard.

1. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
2. What did you notice first?
3. **IF NEEDED)** What would you do next?
(IF NEEDED) Would you respond to this letter?
3. **(IF YES)** How would you respond to the letter?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
4. **(IF P READ FAQs)** What do you think about these FAQs?
5. **(IF NEEDED)** Is there any other information that you think should be in these FAQs?

*****HAND THE PARTICIPANT THE OTHER TWO NSCH12wa(SC)****

SET-UP: Here are two more versions of that letter.

1. What do you think of the designs of the letters? Do you have a preference?
2. Do you prefer one of these three letters over the other? Why?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
3. (IF P READ FAQs) What do you think about these FAQs?
4. (IF NEEDED) Is there any other information that you think should be in these FAQs?

****HAND THE PARTICIPANT NSCH13 IN THE VERSION THEY PREFER****

SET-UP: Here is another letter you might receive in the mail if you have not responded to the survey.

1. Would you respond to this letter?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
2. (IF P READ FAQs) What do you think about these FAQs?
3. (IF NEEDED) Is there any other information that you think should be in these FAQs?

****ADMINISTER SCREENER***

SET-UP: As part of responding to the letters you just saw, you would complete a short survey asking the names, ages, and sex of your children. I'd like to have you write the names, ages, and sex of your children on this page before we go on.

****HAND THE PARTICIPANT THE TABLE****

****FILL IN THE NEXT LETTER WITH THE NAME OF THE CHILD AND HAND THE PARTICIPANT NSCH21B IN THEIR PREFERRED FORMAT****

SET-UP: After you have responded to the first questionnaire, you would receive a letter for the next part of the survey. Again, please remember to think aloud and share any impressions or thoughts while looking at this letter.

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. (IF NEEDED) Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?
4. What do you think this letter is asking you to do?

5. **(IF NEEDED) POINT TO SENTENCE ABOUT WHO SHOULD FILL THE SURVEY OUT:** Can you tell me what you think this means?
6. What would you do next?
7. Is there any other information that you think should be in this letter?
8. **(IF NEEDED)** Did you notice that your child's name and information are listed in this letter? How do you feel about that? Would you respond to the survey?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
9. **(IF P READ FAQs)** What do you think about these FAQs?
10. **(IF NEEDED)** Is there any other information that you think should be in these FAQs?

****HAND THE PARTICIPANT NSCH22B IN THEIR PREFERRED FORMAT****

SET-UP: Here is another letter you might receive if you did not respond to the second part of the survey.

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. **(IF NEEDED)** Did you read the letter/skim it?
2. Would you respond to the survey?

(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?

****IF P HAS NOT READ THE FAQs, ASK P TO READ THEM****

3. **(IF P READ FAQs)** What do you think about these FAQs?
4. **(IF NEEDED)** Is there any other information that you think should be in these FAQs?

****GO TO GENERAL DEBRIEFING PROBES (PAGE 25)****

CONDITION B

*****HAND THE PARTICIPANT THE REVISED ENVELOPE CONTAINING NSCH11wa_2

SET-UP: This is the first piece of mail you would receive if you were selected to participate in the survey.

Standard Probe:

1. Do you think you would open this if you received in the mail? **(IF NEEDED)** Why or why not?

Now, I'd like for you to open the envelope and read through the materials as you would if you received it received in mail. Please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:**INTERVIEWER: DID P READ THE LETTER OR SKIM IT?**

1. **(IF NEEDED)** Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?
4. What do you think this letter is asking you to do?
5. What would you do next?
(IF NEEDED) Would you respond to the survey?
6. **(IF NEEDED)** Did you notice that the greeting of this letter says "(city) resident"? How do you feel about that?
7. Is there any other information that you think should be in this letter?

INTERVIEWER: DID P READ THE FAQs?

8. **(IF P READ FAQs)** What do you think about these FAQs?
9. Is there any other information that you think should be in these FAQs?

*****HAND THE PARTICIPANT THE EXISTING ENVELOPE CONTAINING NSCH11wa_3

SET-UP: Here is another version of the letter that you might receive in the mail.

Standard Probe:

1. Do you think you would open this if you received in the mail? (IF NEEDED) Why or why not?
2. Which envelope do you prefer?

Now, I'd like for you to open the envelope. Again, please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. (IF NEEDED) Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?
4. (IF NEEDED) What would you do next?
(IF NEEDED) Would you respond to this letter?
5. Do you prefer one of these letters over the other? Why?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
6. (IF P READ FAQs) What do you think about these FAQs?
7. (IF NEEDED) Is there any other information that you think should be in these FAQs?

*****HAND THE PARTICIPANT THE PRIORITY ENVELOPE CONTAINING NSCH11wa_1

SET-UP: Here is another version of the letter that you might receive in the mail.

Standard Probe:

1. Do you think you would open this if you received in the mail? (IF NEEDED) Why or why not?
2. Which of the three envelopes do you prefer?

Now, I'd like for you to open the envelope. Again, please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. (IF NEEDED) Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?

INTERVIEWER: DID P READ THE BULLETS OR SKIM THEM?

4. (IF NEEDED) Did you read the information listed here/skim it?
5. What do you think of the information listed here?
6. (IF NEEDED) Are there any bullet points that you do like or do not like?
7. (IF NEEDED) Are there any bullet points that are meaningful or relevant to you?
8. Is there any other information you would like to see here?
9. (IF NEEDED) What would you do next?
(IF NEEDED) Would you respond to this letter?
10. Do you prefer one of these letters over the other? Why?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
11. (IF P READ FAQs) What do you think about these FAQs?
12. (IF NEEDED) Is there any other information that you think should be in these FAQs?

****HAND THE PARTICIPANT PCW_2****

SET-UP: Here is a postcard you might receive in the mail.

Standard Probe:

1. Do you think you would read this postcard if you received it in the mail? **(IF NEEDED)**
Why or why not?
INTERVIEWER: DID P READ THE LETTER OR SKIM IT?
2. **(IF NEEDED)** Did you read the postcard/skim it?
3. What did you notice first?
4. What do you think this postcard is asking you to do?
5. What would you do next?
(IF NEEDED) Would you respond to the survey?
6. Is there any other information that you think should be on this postcard?

****HAND THE PARTICIPANT PCW_3 AND PCW_1****

SET-UP: Here are two more versions of that postcard. Again, please remember to think aloud and share any impressions or thoughts while looking at these postcards.

1. Do you think you would read either of these postcards if you received them in the mail?
(IF NEEDED) Why or why not?
2. Do you prefer one of these three postcards over the others? Why?

*****HAND THE PARTICIPANT NSCH12wa(SC) in their preferred format ****

SET-UP: Here is another letter you might receive in the mail if you did not respond to the postcard.

1. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
2. What did you notice first?
3. IF NEEDED) What would you do next?
(IF NEEDED) Would you respond to this letter?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
4. (IF P READ FAQs) What do you think about these FAQs?
5. (IF NEEDED) Is there any other information that you think should be in these FAQs?

*****HAND THE PARTICIPANT THE OTHER TWO NSCH12wa(SC)****

SET-UP: Here are two more versions of that letter.

1. What do you think of the designs of the letters? Do you have a preference?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
2. Do you prefer one of these three letters over the other? Why?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
3. (IF P READ FAQs) What do you think about these FAQs?
4. (IF NEEDED) Is there any other information that you think should be in these FAQs?

****HAND THE PARTICIPANT NSCH13 IN THE VERSION THEY PREFER****

SET-UP: Here is another letter you might receive in the mail if you have not responded to the survey.

1. Would you respond to this letter?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
2. (IF P READ FAQs) What do you think about these FAQs?
3. (IF NEEDED) Is there any other information that you think should be in these FAQs?

****ADMINISTER SCREENER***

SET-UP: As part of responding to the letters you just saw, you would complete a short survey asking the names, ages, and sex of your children. I'd like to have you write the names, ages, and sex of your children on this page before we go on.

****HAND THE PARTICIPANT NSCH21B IN THEIR PREFERRED FORMAT****

SET-UP: After you have responded to the first questionnaire, you would receive a letter for the next part of the survey. Again, please remember to think aloud and share any impressions or thoughts while looking at this letter.

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. **(IF NEEDED)** Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?
4. What do you think this letter is asking you to do?
5. **(IF NEEDED) POINT TO SENTENCE ABOUT WHO SHOULD FILL THE SURVEY OUT:** Can you tell me what you think this means?
6. What would you do next?
7. Is there any other information that you think should be in this letter?
8. **(IF NEEDED)** Did you notice that your child's name and information are listed in this letter? How do you feel about that? Would you respond to the survey?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
9. **(IF P READ FAQs)** What do you think about these FAQs?
10. **(IF NEEDED)** Is there any other information that you think should be in these FAQs?

****HAND THE PARTICIPANT NSCH22B IN THEIR PREFERRED FORMAT****

SET-UP: Here is another letter you might receive if you did not respond to the second part of the survey.

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. **(IF NEEDED)** Did you read the letter/skim it?
2. Would you respond to the survey?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?

****IF P HAS NOT READ THE FAQs, ASK P TO READ THEM****

3. **(IF P READ FAQs)** What do you think about these FAQs?
4. **(IF NEEDED)** Is there any other information that you think should be in these FAQs?

****GO TO GENERAL DEBRIEFING PROBES (PAGE 25)****

CONDITION C

*****HAND THE PARTICIPANT THE PRIORITY ENVELOPE CONTAINING NSCH11wa_3

SET-UP: This is the first piece of mail you would receive if you were selected to participate in the survey.

Standard Probe:

1. Do you think you would open this if you received in the mail? **(IF NEEDED)** Why or why not?

Now, I'd like for you to open the envelope and read through the materials as you would if you received it received in mail. Please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

2. **(IF NEEDED)** Did you read the letter/skim it?
3. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
4. What did you notice first?
5. What do you think this letter is asking you to do?
6. What would you do next?
(IF NEEDED) Would you respond to the survey?
7. **(IF NEEDED)** Did you notice that the greeting of this letter says "(city) resident"? How do you feel about that?
8. Is there any other information that you think should be in this letter?

INTERVIEWER: DID P READ THE FAQs?

9. **(IF P READ FAQs)** What do you think about these FAQs?
10. Is there any other information that you think should be in these FAQs?

*****HAND THE PARTICIPANT THE REVISED ENVELOPE CONTAINING NSCH11wa_1*****

SET-UP: Here is another version of the letter that you might receive in the mail.

Standard Probe:

1. Do you think you would open this if you received in the mail? **(IF NEEDED)** Why or why not?
2. Which envelope do you prefer?

Now, I'd like for you to open the envelope. Again, please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. **(IF NEEDED)** Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?
4. **(IF NEEDED)** What would you do next?
(IF NEEDED) Would you respond to this letter?
5. Do you prefer one of these letters over the other? Why?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
6. **(IF P READ FAQs)** What do you think about these FAQs?
7. **(IF NEEDED)** Is there any other information that you think should be in these FAQs?

***HAND THE PARTICIPANT THE EXISTING ENVELOPE CONTAINING NSCH11wa_2
**

SET-UP: Here is another version of the letter that you might receive in the mail.

Standard Probe:

1. Do you think you would open this if you received in the mail? (IF NEEDED) Why or why not?
2. Which of the three envelopes do you prefer?

Now, I'd like for you to open the envelope. Again, please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. (IF NEEDED) Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?

INTERVIEWER: DID P READ THE BULLETS OR SKIM THEM?

4. (IF NEEDED) Did you read the information listed here/skim it?
5. What do you think of the information listed here?
6. (IF NEEDED) Are there any bullet points that you do like or do not like?
7. (IF NEEDED) Are there any bullet points that are meaningful or relevant to you?
8. Is there any other information you would like to see here?
9. (IF NEEDED) What would you do next?
(IF NEEDED) Would you respond to this letter?
10. Do you prefer one of these letters over the other? Why?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
11. (IF P READ FAQs) What do you think about these FAQs?
12. (IF NEEDED) Is there any other information that you think should be in these FAQs?

****HAND THE PARTICIPANT PCW_3****

SET-UP: Here is a postcard you might receive in the mail.

Standard Probe:

1. Do you think you would read this postcard if you received it in the mail? **(IF NEEDED)**
Why or why not?
INTERVIEWER: DID P READ THE LETTER OR SKIM IT?
2. **(IF NEEDED)** Did you read the postcard/skim it?
3. What did you notice first?
4. What do you think this postcard is asking you to do?
5. What would you do next?
(IF NEEDED) Would you respond to the survey?
6. Is there any other information that you think should be on this postcard?

****HAND THE PARTICIPANT PCW_1 AND PCW_2****

SET-UP: Here a two more versions of that postcard. Again, please remember to think aloud and share any impressions or thoughts while looking at these postcards.

1. Do you think you would read either of these postcards if you received them in the mail?
(IF NEEDED) Why or why not?
2. Do you prefer one of these three postcards over the others? Why?

*****HAND THE PARTICIPANT NSCH12wa(SC) in their preferred format ****

SET-UP: Here is another letter you might receive in the mail if you did not respond to the postcard.

1. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
2. What did you notice first?
3. IF NEEDED) What would you do next?
(IF NEEDED) Would you respond to this letter?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
4. (IF P READ FAQs) What do you think about these FAQs?
5. (IF NEEDED) Is there any other information that you think should be in these FAQs?

*****HAND THE PARTICIPANT THE OTHER TWO NSCH12wa(SC)****

SET-UP: Here are two more versions of that letter.

1. What do you think of the designs of the letters? Do you have a preference?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
2. Do you prefer one of these three letters over the other? Why?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
3. (IF P READ FAQs) What do you think about these FAQs?
4. (IF NEEDED) Is there any other information that you think should be in these FAQs?

****HAND THE PARTICIPANT NSCH13 IN THE VERSION THEY PREFER****

SET-UP: Here is another letter you might receive in the mail if you have not responded to the survey.

1. Would you respond to this letter?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
2. (IF P READ FAQs) What do you think about these FAQs?
3. (IF NEEDED) Is there any other information that you think should be in these FAQs?

****ADMINISTER SCREENER***

SET-UP: As part of responding to the letters you just saw, you would complete a short survey asking the names, ages, and sex of your children. I'd like to have you write the names, ages, and sex of your children on this page before we go on.

****HAND THE PARTICIPANT NSCH21B IN THEIR PREFERRED FORMAT****

SET-UP: After you have responded to the first questionnaire, you would receive a letter for the next part of the survey. Again, please remember to think aloud and share any impressions or thoughts while looking at this letter.

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. **(IF NEEDED)** Did you read the letter/skim it?
2. What do you think of the design of the letter?
(IF NEEDED) What do you think of the look and feel of the letter? About how the information appears on the letter?
3. What did you notice first?
4. What do you think this letter is asking you to do?
5. **(IF NEEDED) POINT TO SENTENCE ABOUT WHO SHOULD FILL THE SURVEY OUT:** Can you tell me what you think this means?
6. What would you do next?
7. Is there any other information that you think should be in this letter?
8. **(IF NEEDED)** Did you notice that your child's name and information are listed in this letter? How do you feel about that? Would you respond to the survey?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?
9. **(IF P READ FAQs)** What do you think about these FAQs?
10. **(IF NEEDED)** Is there any other information that you think should be in these FAQs?

****HAND THE PARTICIPANT NSCH22B IN THEIR PREFERRED FORMAT****

SET-UP: Here is another letter you might receive if you did not respond to the second part of the survey.

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

1. **(IF NEEDED)** Did you read the letter/skim it?
2. Would you respond to the survey?
(IF NEEDED) INTERVIEWER: DID P READ THE FAQs?

****IF P HAS NOT READ THE FAQs, ASK P TO READ THEM****

3. **(IF P READ FAQs)** What do you think about these FAQs?
4. **(IF NEEDED)** Is there any other information that you think should be in these FAQs?

****GO TO GENERAL DEBRIEFING PROBES (PAGE 25)****

GENERAL DEBRIEFING PROBES:

Overall, what would you say about the materials you looked at today?

(IF NEEDED) Tell me more about that.

Is there anything else you would like to tell us that you haven't had a chance to mention yet?

Thank you for your feedback today. Your participation is greatly appreciated and your input has been really helpful.

****PROVIDE INCENTIVE AND HAVE PARTICIPANT SIGN VOUCHER FORM****