

Form Approved

OMB Control No. 0920-1154

Exp. Date: 01/31/2020

Attachment 5 – Interview Guide

Interview Guide

Welcome and thank you all for agreeing to participate in today's focus group. My name is [NAME] and I will be moderating today's focus group.

The purpose of this focus group is to help us learn about your opinions of handwashing and hand hygiene, and your preferences for health information. We will be using the information you share with us today to help us develop a health communication campaign about hand hygiene and hand washing.

Throughout the discussion I will talk about washing hands but this can include washing hands with soap and water and also cleaning hands with a hand sanitizer or another method.

We would like to hear your honest opinions about the topics we discuss. There are no right or wrong answers to any of the questions we ask today. You are the expert on your experience, and your thoughts and opinions are greatly valued and appreciated. We encourage you to speak openly and honestly about your opinions and experiences. You can choose not to respond to a question at any time and your participation in this study is completely voluntary, and you can leave at any time.

We will be audio recording this session and also taking notes. The recordings and notes will help us to summarize today's discussion. None of the comments you make during today's discussion will be linked with your name in any way and all information from this discussion will be summarized anonymously.

Today's discussion should take about 90 minutes.

Before we start, do you have any questions about today's discussion?

Section I. Warm-up

1. [Warm up] Can you tell me the name you are using for today's focus group, and your favorite type of dessert?

Section II. Bathroom Hand Hygiene

For today's discussion we are going to focus on three times when people wash their hands: when in contact with food, when in contact with a bathroom, and when sneezing, coughing or blowing one's nose.

So let's start off the conversation talking about washing or sanitizing hands when in contact with food.

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2. [Bathroom – Previous Behavior*] After going to the bathroom, what are the ways that you wash or sanitize your hands?
 - a. Why do you use those ways? What makes you want to wash or sanitize your hands after going to the bathroom?
 - b. Are the ways that you wash or sanitize your hands different when you use a public bathroom versus the one in your home? Are the things that make you want to wash your hands after using the bathroom different when you are in a public bathroom versus the bathroom at home?
3. [Bathroom – Benefit/Outcome Expectancy*] What are the benefits to yourself when you wash your hands after going to the bathroom?
 - a. What are the benefits to others?
 - b. Are the benefits of washing or sanitizing your hands different when you do it in a public bathroom versus your bathroom at home?
4. [Bathroom – Affect*] When you wash or sanitize your hands after going to the bathroom, how does it make you feel?
 - a. Why?
 - b. When you wash or sanitize your hands after using a public bathroom, does that make you feel different than when you use the bathroom in your home?
5. [Bathroom – Cues to Action/Situational*] What are the things that remind you to wash or sanitize your hands after going to the bathroom?
 - a. Why?
6. [Bathroom – Self-efficacy*] What are the things that make it easy for you to wash or sanitize your hands after going to the bathroom?
7. [Bathroom – Barrier*] What are the things that get in the way of washing or sanitizing your hands after going to the bathroom?
 - a. What makes it hard to wash or sanitize your hands after going to the bathroom?

We have talked a lot about what people do when washing or sanitizing their hands after going to the bathroom, but what about *not* washing or sanitizing their hands after going to the bathroom.

8. [Bathroom – Previous Behavior*] Can you give me an example of a situation when you might skip or not wash your hands after going to the bathroom?
 - a. What would make you want to skip or not wash your hands in those situations?
9. [Bathroom – Benefit/Outcome Expectancy*] What are the benefits of not washing or sanitizing your hands after going to the bathroom?
 - a. What are the benefits to yourself? What are the benefits to others?

- b. Are the benefits of washing or sanitizing your hands different when you do it in a public bathroom versus your bathroom at home?
10. [Bathroom – Affect*] When you don't wash or sanitize your hands after going to the bathroom, how does it make you feel?
- a. Why?
11. [Bathroom – Competing Behaviors*] In a situation where you skip washing or sanitizing your hands after going to the bathroom, what are some of the things you would do instead?
- a. Rephrase: What are some of the alternatives you use to washing your hands after going to the bathroom?
 - i. Why?

Up to this point we have talked about your thoughts or opinions, now let's shift to talk about other people's thoughts or opinions of washing or sanitizing hands after going to the bathroom.

12. [Bathroom– Norms*] How important is washing or sanitizing hands after going to the bathroom to other people?
- a. Why important/not important?
 - b. Does what other people think about handwashing influence your behavior? How so/no?
 - c. Do you think your behavior influences other people to wash or sanitize their hands after going to the bathroom? How so/no?

Section III. Food Contact Hand Hygiene

Thank you for sharing your thoughts on washing or sanitizing your hands after going to the bathroom. We are going to switch gears to talking about hand hygiene when in contact with food

13. [Food – Previous Behavior*] When you are in contact with food, in what situations do you wash or sanitize your hands?
- a. Rephrased: When you are in contact with food, when do you wash or sanitize your hands?
 - b. Why? What are the things that make you want to wash or sanitize your hands when you are in contact with food?
14. [Food – Benefit*] What are the benefits of washing or sanitizing your hands when you are in contact with food?
- a. Why?
15. [Food – Barrier*] What are the things that get in the way of washing or sanitizing your hands when in contact with food?
- a. What makes it hard to wash or sanitize your hands when before preparing food?

Section VI. Respiratory

Now let's shift gears to talk coughing, sneezing, and blowing one's nose.

16. [Respiratory – Knowledge] What do you know about washing or sanitizing your hands after coughing, sneezing, or blowing one’s nose?
- a. What have you heard about washing or sanitizing your hands after coughing, sneezing, or blowing one’s nose?
17. [Respiratory – Benefit*] What would be the benefits of washing or sanitizing your hands after coughing, sneezing, or blowing one’s nose?
- a. Why?
18. [Respiratory – Barrier*] What would get in the way of washing or sanitizing your hands if your hands after coughing, sneezing, or blowing one’s nose?
- a. What could make it hard for you to wash or sanitize your hands after coughing, sneezing, or blowing one’s nose?

Section V. Health Communication

We are going to switch gears one last time to talk about your preferences for health communication messages. As we mentioned at the start of the focus group, the purpose of this discussion is to help us better understand hand washing and hand hygiene behavior so that we can develop a health communication campaign about hand washing.

19. [Health communication – General] If we were to develop a health communication campaign to encourage people to wash their hands, what would you want to see in the campaign?
- a. What kind of message should a campaign promoting handwashing have? Why?
 - b. What kind of message shouldn’t be in a campaign promoting handwashing have or use? Why?
20. [Health communication – Format] What format would you want handwashing campaign materials to come in?
- a. Why?
 - b. Multiple formats?
 - c. E.g., video, social media, memes, shareable content, websites, phone apps, games, pamphlets, posters, flyers, Facebook posts, TV ads, billboards
21. [Health communication – Location] In what locations would you want to see handwashing campaign materials? How would you most like to receive handwashing campaign materials?
- a. Why?
 - b. What kind of virtual locations would you want to see campaign materials?
 - i. What kind?
 - ii. Why?
 - c. What kind of physical locations would you want to see campaign materials?
 - i. What kind?
 - ii. Why?
22. [Health communication – Look] What kind of images would catch your eye in a hand hygiene campaign?

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- a. What kind of images should a campaign include?
- b. Why?

23. [Health communication – Images] What kind of images shouldn't be in a hand hygiene campaign include?

- a. Why?

We are approaching the end of the discussion.

24. [Close] We have talked about many different aspects of handwashing, hand hygiene, and the health communication campaigns. With that in mind is there anything that you want to add about handwashing or health communication campaigns that I did not ask about today?

- a. If not, we want to thank you again for taking the time to speak with us.