

CDC I-Catalyst Program Project

Travelers Health – Travel Industry Interview Protocol Guide and Questions

Public reporting burden of this collection of information is estimated to average 30 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 Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-1158).

Background Information:

All CDC Travelers' Health (TH) content published to our website is in the public domain, and as such, any third party is able to copy and republish this content. In fact, some commercial travel health information and international health and safety update providers are already engaging in this activity. This can be seen as a way to amplify CDC's messaging, as external information providers may have a larger audience than the CDC website, and may be able to reach audience members who would otherwise be unaware of CDC information. However, currently CDC has no way of ensuring that third party users are providing the most accurate and up-to-date information to their audience, because each one is responsible for copying and then maintaining CDC TH content. CDC also cannot know if the currently available content provided on our website is attractive to third party users as a resource to meet their customer needs. Further, CDC has no way of tracking the ultimate reach of messaging when and if provided to customers by a third party. We would like to clarify these knowledge gaps, as well as appeal to a wider variety of third party content providers; this may include travel planning and review sites and travel bloggers, which may reach a more diverse audience of travelers and clinicians. Travelers Health team desire feedback from these stakeholders about how best to optimize CDC content for their customers, and mechanisms by which they would prefer to receive and engage with CDC content. We hope to gain insights into best practices for delivering timely, accurate information to third party users that can easily be distributed to the traveler and clinician audiences.

Interviewer to Respondent: Hi, my name is ...Thank you for your time. I know you are busy, I only need about 30 minutes of your time. I am contacting you on behalf of the Travelers' Health Branch at the Centers for Disease Control and Prevention. We work to keep international travelers healthy and safe during and after travel, and we're interested in identifying new and innovative ways that we can support and empower travelers with our important health messages. We'd like invite you to participate in a discussion about how travelers prepare for and seek information for an international trip. We are gathering this information to explore the needs and interests of international travelers to determine how CDC can take a more active role in traveler preparation. Thank you for participating in this data collection effort. We will use the opinions and impressions you provide only to inform our efforts at understanding the role that travel health information currently plays within the travel planning process of travelers. You will not be identified in any published reporting. Individual respondents will not be identified in study reports except with their express permission.

Travel Industry

1. What type of organization do you work for?
2. What is your job title, and what are your responsibilities in this position?
3. How do your products serve travelers?
4. What are the 3 most valuable offerings or services of your products to your customers, ordered in importance from first to third?
5. What drives customers to your product or platform?
6. What about the customer experience is most important to your business?
7. How do you decide what content to include on your site (or app, etc.)?
8. What are the easiest tools for you to use to gather content?
9. Is your customer's health important to your business?
 - a. Why?
10. How important is up-to-date travel health content to your website?
11. Do you get travel health information from third parties?
12. Does your site embed third-party content?
 - a. How important is this content to your users?
13. Is it difficult for you to access or update content from third-party providers?
14. Are you currently accessing CDC travel health related information? If yes, how? Do you use it in your products? If yes, in what ways?
15. What question(s) have we not asked during this interview that we should have?
16. Are there any other travel-related organizations that you think we should contact for feedback?
17. Is it ok if I contact you again to clarify any of the things we discussed today?

Thank you for your time.
