

CDC I-Catalyst Program Project Travelers Health - Travelers Interview Protocol Guide and Questions

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Background Information:

All CDC Travelers' Health (TH) content published to our website is in the public domain, and as such, any individual traveler or third party is able to access, copy and repurpose/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 provider is responsible for copying and then maintaining CDC Travel Health content. CDC also cannot know if the currently available content provided on our website is attractive to individuals and third party users as a resource to meet their travel health information 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 individual travelers and third party content providers.

Travelers Health team desire feedback from these stakeholders about how best to optimize CDC travel health content and mechanisms by which they would prefer to receive and engage with CDC content. These stakeholders may include: travelers themselves; travel writers and bloggers; any individuals involved in developing and promoting travel-related website or apps; travel agents; and other groups in the international travel industry. The project team seeks to discover current practices for travel health content generation and delivery, and understand what their priorities and challenges are for accessing, utilizing and packaging of travel health content. We also want to find out from these stakeholders if they are currently consuming and using Travel Health content to inform during the travel planning process, and if so, how and what ways that CDC can reach more people and make our content more useful to users. We hope to gain insights into best practices for delivering timely, accurate information to travelers and third party users on travel health information.

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.

Travelers

1. What were the first 3 international trips that you took in your life?
2. How often do you travel internationally, and where do you go?
3. Why do you travel internationally (for example, leisure, business, visiting friends and relatives)?
 - a. Do you prepare for each of these trips in the same way?
 - b. If not, how are they different and why?
4. Can you walk me/us through the different steps you use to help prepare for your trips?
 - a. What information are you looking for as you prepare to travel?
 - b. What are your preferred sources of information when planning a trip?
5. Are you concerned about any health risks while traveling?
 - a. If so, what are your top 3 concerns?
6. Do you seek specific travel health information as part of your travel planning process? [If no, skip to Question 7.]
 - a. If you do this for some trips and not others, what are the circumstances when you seek travel health information?
 - b. How far in advance of your trip do you seek this information?
 - c. What type of information do you search for, and how do you find it?
 - d. Has the information you found been useful to you? Why or why not?
 - e. Has the information you found caused you change your travel plans, take specific precautions, or see a doctor?
7. Have you ever had difficulty finding travel health information?
 - a. If so, can you tell us about the experience—what were you looking for? What did you find? What did you do next?
8. Have you ever visited a doctor before traveling internationally?
 - a. If so, how did you know to do that?
9. Do you use websites or apps to help you plan a trip?
 - a. If so, which ones, and what are your top 3?
 - b. Are you looking for travel health information when you use the apps?
10. What are the sources of travel health information that you find most trustworthy and useful?
11. When planning your trips, do you ever buy extra medical, evacuation, or trip insurance?
12. What question(s) have we not asked during this interview that we should have?
13. Can you provide us with an introduction to 2 or 3 other people who you think we should speak to?
14. Is it ok if I contact you again to clarify any of the things we discussed today?

Thank you for your time.
