

Development of CDC's Act Against AIDS Social Marketing Campaigns Targeting Consumers

Attachment 3c: Exploratory HIV Prevention In-Depth Interview Guide

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Welcome

Thank you for coming today. Your participation is very important. I'm _____ and I'm from RTI, a non-profit research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this interview is to hear your views and opinions on important health topics concerning HIV/AIDS. Your insights are very important to us and your time today is appreciated. We will have about 1 hour for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are no right or wrong answers. We want to know your opinions and what you think about the issues we will be discussing. I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions.
- You have probably noticed the microphones in the room. They are here because we are audio taping. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the tape when writing the report.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain secure to the extent allowable by law. Your name, address, and phone number, which only the facility knows, will not be given to anyone and no one will contact you after this interview is over.
- There may be some sensitive questions asked during this discussion. If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.
- Be sure to only use first names during the discussion. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.
- Please turn your cell phone or beeper to vibrate or silent mode. The interview group will last no more than 1 hour.
- If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.
- Do you have any questions before we begin?

Warm-up

Before we begin our discussion, let's spend a little time getting to know one another.

1. Please tell me your first name, where you're from and your favorite [X].

Community

Sometimes people refer to groups of people who have certain things in common as communities. They

may have things in common like race, age, gender, location, beliefs, culture or values. Examples of communities could be the black community, gay community, online community, or the church community.

2. Do you see yourself belonging to a particular community(ies)?
 - ***[If yes]*** Which community(ies)?
 - ***[If not mentioned]*** Is there also an **[X]** community? If so, do you feel as though you are a part of that community?

Sexual Health

3. What comes to mind when I say “sexual health”?
4. What does sexual health mean to you?
5. Have you ever thought about your sexual health?
 - ***[If yes]*** In what ways have you thought about it?
 - ***[If yes]*** What aspect of your sexual health is most important to you?
6. What can you tell me about **[insert gender]** priorities when it comes to health, relationships, and sex?
7. What can you tell me about concerns **[insert gender]** may have related to sexual health?

HIV Awareness, Knowledge and Attitudes

8. What questions do you have about HIV? That is, what would you like to know more about?
 - Learning how it’s transmitted
 - Preventing transmission
 - Ways it affects the body
 - How it can be treated
 - Difference between HIV and AIDS
 - Difference between treatment and cure
 - Other?
9. How is HIV spread? What are common ways HIV is spread? What are less common ways HIV is spread?
10. How can a person prevent getting HIV?
11. Do you ever talk to your friends about ways to prevent or avoid getting HIV? If so, what do you talk about?
12. What puts someone at risk for HIV?

- Please give me an example/scenario of someone who is at high risk, medium risk, and low risk for HIV.
13. Do you feel like you are at risk for HIV? Have you ever been at risk? Why/why not?
 14. How much do you worry about HIV? Why is that?
 - Have you ever made a change in your life because you were worried about getting HIV? What did you do?
 15. Can you think of times in your life when you did things that put you at risk for HIV? Can you tell me more about that? Can you also think of times in your life when you stopped doing things that put you at risk for HIV? Can you tell me more about that?
 - What prompted you to stop doing risky things? E.g., fear, a personal scare, getting an STI, other?
 - How long were you able to stop doing risky things?
 16. If you were to test positive on a future HIV test, would you be afraid that you would be thought of or treated differently? How might you be thought of or treated differently, and by whom?
 - **[If necessary]** How do you think your family would react if you tested positive? How about your friends? How about people you work or go to school with?
 17. Do you feel like HIV is more or less serious today than it used to be? What makes you say that?
 18. How is HIV viewed within the **[insert specific community mentioned by participant in Question 2]**? How about in other communities? What about in the community at large?
 19. Knowing that having sex has both risks and benefits, how do people weigh those risks and benefits when deciding if they should have sex without a condom? What about when deciding to **[insert HIV prevention strategy/risk reduction topic]**?
 20. What do people think about having sex without a condom? Is it common? Not common?
 21. How common is it for people to have more than [one partner at a time/one partner that overlaps in time]? Under what circumstances does this occur?
 22. How would you describe your role in protecting yourself from HIV? How about your partner's role in protecting himself/herself? How about your partner's role in protecting you?

HIV Prevention Strategies/Risk Reduction Approaches

23. When you hear about **[insert HIV prevention strategy/risk reduction topic]**, what do you think of?
24. What can you tell me about **[insert HIV prevention strategy/risk reduction topic]**?
25. How common is it to use/do **[insert HIV prevention strategy/risk reduction topic]**? Do you think it's more common among some people than others? Tell me more about that.

26. How hard or easy is it to [*insert HIV risk reduction strategy/risk reduction topic*]?
27. What are the pros or advantages of [*insert HIV prevention strategy/risk reduction topic*]?
28. What are the cons or disadvantages of [*insert HIV prevention/risk reduction topic*]?
29. What are some things that might keep people from [*insert HIV prevention/risk reduction topic*]?
 - Do you think the cost of [*insert HIV prevention/risk reduction topic*] might keep people from using/doing it?
 - Do you think the availability/accessibility of [*insert HIV prevention/risk reduction topic*] might keep people from using/doing it?
30. What are some things that might convince or motivate people to [*insert HIV prevention/risk reduction topic*]?
31. What differences, if any, do you see in attitudes about [*insert HIV prevention/risk reduction topic*] among different communities (e.g., the gay community and the straight [or heterosexual] community)?
 - What about between HIV-negative [gay men, women, people, etc.] and HIV positive [gay men, women, people, etc.]?
32. In your opinion, how effective is [*insert prevention strategy*] at preventing HIV/AIDS? Why do you say that?
33. Have you ever personally considered [*insert prevention strategy*] to prevent HIV/AIDS? Why or why not?
34. How likely is it that you would use [*insert prevention strategy*] ? What makes you say that?
 - What would make it hard to do this?
 - What would make it easier to do this?
35. Who in your opinion would be against trying this? What makes you say that?
36. How appealing is [*insert prevention strategy*] to you as a way to control your HIV risk? What would make [*insert prevention strategy*] more appealing?
37. How do you think your partner(s) would react to the idea of using/doing [*insert prevention strategy*] ?
38. What are the good things about trying [*insert prevention strategy*] ? What might be some negative things about trying [*insert prevention strategy*] ?
39. I'm going to pass around a sheet that gives you some descriptions for [*insert behaviors or prevention strategies*]. Please review these descriptions silently, and circle those that seem most doable. Cross out any that don't seem do-able.
40. As you look at these behaviors or strategies, are there two or three that you would be most

likely to do? Which behaviors or strategies would you be least likely to do?

41. On a scale of 1-5, with 1 being definitely not [feasible] and 5 being definitely [feasible], how [feasible] is it that you would try to do this? Please explain.
42. On a scale of 1-5 with 1 being definitely not [appealing] and 5 being very [appealing], how [appealing] is it to you as a way to control your HIV risk?
43. [***From the top three behaviors or strategies***] As you look at these behaviors or strategies, does any one of the three stand out to you as the one that you would try first? Which one? Why do you say that?

Communication with Providers

44. Do you have a health care provider? Where do you usually go for your care?
45. Has a health care provider ever talked to you about HIV or STDs? [If yes] What did your health care provider say? What do you think about what your health care provider said?
 - Who first brought up the topic about HIV or STDs? You or your health care provider?
 - Did they ask you if you wanted to have an HIV test?
 - Did they talk about prevention against HIV or STDs?
 - Did they talk about prevention for HIV or STDs? What did they say?
46. Did your provider talk to you about [***insert HIV prevention strategy/risk reduction topic***] or offer [***insert HIV prevention strategy/risk reduction topic***] to you? Tell me more about this conversation.

Sexual Partners and HIV Prevention

47. Do you currently have a main sex partner, that is, a partner you would call your spouse, boyfriend/girlfriend, significant other, or life partner?
 - How long have you and your main partner been together?
 - Is your main partner male, female or transgender?
48. Do you know your main partner's HIV status? Does your main partner know your HIV status?
49. Do you do/use [***insert HIV prevention strategy/risk reduction topic***] with your main partner? Why or why not?
 - Who decides on whether [***insert HIV prevention strategy/risk reduction topic***] is used or not? Why is that? How do you feel about that?
 - What would you do if your main partner did not want to do/use [***insert HIV prevention strategy/risk reduction topic***]?
 - How is doing/using [***insert HIV prevention strategy/risk reduction topic***] negotiated between you and your partner?

50. Do either of you have other sex partners outside of the relationship? Is your relationship open? Are there certain rules you have to follow with other partners? Tell me about them.
51. Do you currently have or have you recently had any casual sex partners, that is, acquaintance(s) or friend(s) that you have hooked up with for sex?
 - Where did you meet or find your other partner(s) (e.g., bar, internet, sex club, party, social, etc.)?
52. Do you use [*insert HIV prevention strategy/risk reduction topic*] with your other partners? What makes you decide when it's OK to use [*insert HIV prevention strategy/risk reduction topic*] or not?
 - *[If MSM]* Are they top or bottom?
 - Does he/she look "healthy?"
 - Did he/she recently test negative?
 - Are you both positive?
53. Do you talk about your own HIV status or ask your other partner about his/her HIV status before having sex? Why or why not?
 - How do you go about starting the discussion?
 - What happens if you and your partner are the same HIV status?
 - What happens if you and your partner are not the same HIV status?
54. Tell me about any times when you felt uncomfortable bringing up [*insert HIV prevention strategy/risk reduction topic*] with a sex partner? What made it uncomfortable for you? How did you handle it?
55. Tell me about any times when you felt judged for wanting to use/do [*insert HIV prevention strategy/risk reduction topic*] when your partner did not? Why do you think that was?
 - What about times when you did not want to use/do [*insert HIV prevention strategy/risk reduction topic*]?

Information Sources

56. How would you feel about getting [*insert HIV prevention strategy/risk reduction topic*] information in the following places?
 - Community health clinic
 - Doctor's office
 - Church
 - Health fair
 - Work
 - Sporting event
 - Other
57. What other places can you think of that would be convenient to get information about [*insert HIV prevention strategy/risk reduction topic*]?

58. In general, how much do you trust information about health or medical topics from the following sources? Would you say a lot, some, a little, or not at all?
- Family and friends?
 - Newspapers or magazines?
 - The radio?
 - The Internet?
 - Television?
 - Community-based organizations?
 - Government health agencies?
 - **[If necessary]** Government health agencies include the National Institutes of Health, the Centers for Disease Control and Prevention, and state and local health departments.
59. Who don't you trust to give you information about **[insert topic]**? Why is that?
60. Who do you think would be a good spokesperson to convince you and your friends to **[insert HIV prevention strategy/risk reduction topic]**?
61. If you were trying to make up your mind about **[insert HIV prevention strategy/risk reduction topic]**, who would influence you? E.g., family, friends, etc.
62. If you were trying to influence a friend to **[insert HIV prevention strategy/risk reduction topic]**, what would you say?
- What would you tell him/her about the benefits of **[insert HIV prevention strategy/risk reduction topic]** and ways to overcome barriers to **[insert HIV prevention strategy/risk reduction topic]**?
63. How do you feel about CDC as the source of information?
64. What if the CDC was to say something like **[insert specific statement]**? Would that change the way you look at these statements? Would it make what they are saying more or less believable? More or less appealing? Motivating?
65. Where do you get your information about HIV/AIDS? E.g., media, family, friends, church, etc.
66. What are some of the ways you have gotten information about HIV/AIDS prior to today? E.g., media, word-of-mouth, etc.

Closing

Okay, we are pretty much out of time. Do you have any last thoughts?

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a good day/evening.