

Information Collection to Assess the Viajo sin Zika Awareness Communication Campaign for Hispanics/Latinos Visiting Friends and Relatives

Gen-IC

Information Collection for Evaluation of Education, Communication, and Training (ECT) Activities for Mobile Populations

OMB No. 0920-0932

Expiration Date 05/31/2021

Submitted on: August 6, 2018

Attachment E: Focus Group Consent and Moderator's Guide

Appendix E

Consent and Moderator's Guide for Focus Groups With Hispanics/Latinos Visiting Friends and Family About Their Experience with the Viajo sin Zika Campaign

Public reporting burden of this collection of information is estimated to average 1 hour 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: OMB-PRA 0920-0932

Introduction to Focus Group Procedures

Thank you for taking the time to speak with us today. My name is [INSERT NAME] and I work for ICF, a research and consulting firm.

ICF, on behalf of the Centers for Disease Control and Prevention (CDC), is asking questions of the public. The purpose is to explore your perceptions of the Viajo sin Zika campaign. We will use this information to inform future communications and community outreach efforts.

Procedures

- This discussion will last for approximately one hour.
- This discussion will be audio recorded, and an ICF staff member will be present during the call to take notes.
- Staff from CDC will be on the call to listen to our discussion.

Privacy

- The audio recording of the focus group will be stored on a password-protected computer.
- We will make transcripts of the recordings then destroy the recordings.
- Your personal information will not be linked to the transcript of your discussion with us.
- Only members of the project team will have access to the information you provide, and they will not be allowed to share it with anyone else.
- Your name will not be used in any reports that are written about this project.
- Your name and email will only be used to send you a \$10 Amazon gift card as a token of thanks for your participation. We will delete your contact information afterwards.
- If you have any questions, you can email Kisha Coa at Kisha.Coa@icf.com.

Voluntary Participation

- Participation in this discussion is completely voluntary, and you can choose to leave at any time for any reason. You may also choose not to answer questions that you do not want to answer.
- Please feel free to offer your open and candid opinions. There are no right or wrong answers.

Benefits/Risks

- By participating in this discussion, you might benefit from learning about behaviors that can put you at risk for, or protect against, Zika, both during and after travel to an area with Zika risk.
- Additionally, your input will help us by informing future communications and community outreach efforts.

Public reporting burden of this collection of information is estimated to average 1 hour 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: OMB-PRA 0920-0932

- Because the discussion will focus on Zika, it could cause anxiety or concern about your health or the health of others.
- Should you need it, CDC staff will be available to answer questions after the discussion and can direct you to additional resources for help.

REIMBURSEMENTS

- At the end of the focus group, we will email you a \$10 Amazon gift card as a token of appreciation.

Do you have any questions at time?

Lastly, before I move on to the questions, I want to make my role clear. I am not a CDC staff member, or a medical professional, nor am I an expert on Zika. I was not involved in the development of the campaign; therefore, I will not be offended by your responses. The CDC staff listening in want to learn from you so they won't be offended by your comments either.

I will provide a website at the end of our call where you can find more information on Zika if you're interested. As mentioned before, you may speak to a CDC staff member about your questions after our discussion. If you have questions specific to your personal health and/or risk of Zika, we urge you to contact your health care provider.

There are also a few ground rules for our discussion:

- Respect the other participants' opinions.
- Please do not discuss our conversations with others—what is said here remains between the group.
- Use your first name only when introducing yourself (or a made-up name, if you prefer).
- Speak one at a time.
- Please turn off your cell phones or put the ringer on silent mode.

DO YOU HAVE ANY QUESTIONS BEFORE WE GET STARTED?

Interviewer: Answer any participant questions.

Now let's get to know one another a little better.

1. We'll go around and have each of you introduce yourself and tell us about your dream travel destination.? Please use your first name only (or a made-up name, if you prefer).
2. How do you typically prepare for trips to visit friends and family in the country your family is from?
 - a. Do you think about or talk to others about health issues when you're preparing for these trips?
 - b. What types of health issues do you think about? How do you prepare for those?

Public reporting burden of this collection of information is estimated to average 1 hour 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: OMB-PRA 0920-0932

3. Have you heard about Zika? Tell me a little bit about what you know.
 - a. Are you aware that Zika is a still a risk in some areas?
 - b. Where or from whom do you get your information on Zika?
 - c. Do you share information with others about Zika? What information do you share – and with whom?
4. What are some of your concerns, if any, about traveling to an area with Zika?

Campaign Exposure

5. Have you seen ads, images, or messages about Zika in the past 6 months?
 - a. Do you recall how/where you heard these messages?
6. Have you heard of the *Viajo sin Zika* campaign?
 - a. What types of ads, images, or messages do you recall seeing?
 - b. Where have you seen the *Viajo sin Zika* ads, images, or messages?
 - c. What did you think about the *Viajo sin Zika* ads, images, or messages?
 - d. Who do you think the *Viajo sin Zika* ads, images, or messages were intended for?
 - e. What were the *Viajo sin Zika* ads, images, or messages trying to say?
7. Have you visited CDC's *Viajo sin Zika* website?
 - a. If yes, can you tell me about how you used the website?
 - i. What were your thoughts about the website?
 - ii. How can it be improved?
 - b. Have you referred others, like friends or family, to the *Viajo sin Zika* website?
 - c. Why or why not
8. Did you learn anything (new) about Zika from seeing the *Viajo sin Zika* campaign?
 - a. FACILITATOR NOTE: Probe for details about what they learned.
9. Before seeing the *Viajo sin Zika* campaign, did you think about Zika when traveling?
 - a. FACILITATOR NOTE: Probe for details.
10. Before seeing the *Viajo sin Zika* campaign, did you think about Zika when you were traveling to visit family or friends in the country your family is from?

Public reporting burden of this collection of information is estimated to average 1 hour 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: OMB-PRA 0920-0932

b. FACILITATOR NOTE: Probe for details.

11. Do you remember any prevention actions that were promoted through the *Viajo sin Zika* campaign?
[What were they?]

- a. What about that recommendation(s) stands out?
- b. Have you or would you adopt that recommendation/behavior? Why or why not?
- c. How easy or difficult is it for you to [insert recommendation]?
- d. Did you tell others about the recommended prevention action(s)? Do you plan to tell others about the campaign?
 - i. Who?
 - ii. Why/why not
- e. How easy or difficult do you think [recommended action] is for people you know?

12. Now that you've seen the *Viajo sin Zika* campaign messages, do you plan/prepare for trips to visit friends and relatives differently?

- a. How?
- b. Why or why not?

Material Review

I'd like to share some *Viajo sin Zika* materials you might or might not have seen that are being used in print and digital media and ask you questions about them. Can you see them on the screen?

Show one material at a time and provide participants with a moment to review the ad.

13. Have you seen this ad?

14. What is your initial reaction to this ad?

15. What do you think is the main message of this ad?

- a. What is the most important part of this ad?
- b. What, if anything, is this ad trying to get you to do?
 - i. Would you say or do anything differently after seeing this ad?
 - ii. Would you tell others to do anything differently after seeing this ad?

c. Is there anything that isn't clear? How can we make these areas more clear?

Public reporting burden of this collection of information is estimated to average 1 hour 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: OMB-PRA 0920-0932

- d. How relevant is this information to you?
 - e. What questions do you still have about Zika after reading this material?
16. What do you think about the overall design of this material?
- a. Do you have any thoughts about the images used in this ad?
17. If you could change anything about the campaign ad, what would you change and why?

FACILITATOR NOTE: Show second ad and repeat questions.

FACILITATOR NOTE: Show third ad and repeat questions.

Now looking at the campaign ads together:

18. Which ad was most relevant to you and why?
19. Which ad was most appealing to you and why?
20. What other messages and materials would you like to see included in the Viajo sin Zika campaign?
21. Are there other ways we can encourage people to protect themselves and others from Zika when traveling to their home countries where Zika is spreading?
- a. Before travel?
 - b. During travel?
 - c. After travel?

Interviewer: Check for any questions from CDC and ask any final questions as needed.

Closing Those are all the questions I have for you today. Thank you so much for your time and candid responses.

I also encourage you to learn more now about the risks of Zika and how you can protect yourself and your loved ones. Please visit <http://www.cdc.gov/travel>.

Public reporting burden of this collection of information is estimated to average 1 hour 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: OMB-PRA 0920-0932