

CDC Older Adult Injury Prevention Creative Campaign Survey Screenshots

Public Reporting burden of this collection of information is estimated at 10 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 NW, MS D-74, Atlanta, GA 30333; Attn: PRA (0920-XXXX)

OK

The results of this survey will help us learn about people's response to the Centers for Disease Control and Prevention's (CDC) Older Adult Injury Prevention creative campaign messages and materials. You will complete all or some of the survey depending on your responses. The survey should take no longer than 10 minutes to complete. It is your choice to answer the questions, and you can stop at any time. All respondents who complete and submit the entire survey will be provided with a reward provided by SurveyMonkey.

OK

Campaign Piece 1 - Poster

Please review the text and image in this poster and answer the following questions.



1 In your own words, what is the main message of this poster?

2 How believable is the poster?

- Very believable
- Believable
- Somewhat believable
- Not believable

3 How engaging is the poster?

- Very engaging
- Engaging
- Somewhat engaging
- Not engaging

4 How memorable is the poster?

- Very memorable
- Memorable
- Somewhat memorable
- Not memorable

5 Thinking about the poster overall, which of the following best describes your feelings about it?

- Like it very much
- Like it somewhat
- Dislike it somewhat
- Dislike it very much

6 Do you find the poster to be visually appealing?

- Very appealing
- Appealing
- Somewhat appealing
- Not appealing

7 The language used in the poster is:

- Clear/Understandable
- Confusing
- Offensive
- Other

8 Please tell us why you find the language used in the poster to be confusing or offensive.

Please review the text and image in this ad and answer the following questions.



9 In your own words, what is the main message of this ad?

11 How engaging is the ad?

- Very engaging
- Engaging
- Somewhat engaging
- Not engaging

10 How believable is the ad?

- Very believable
- Believable
- Somewhat believable
- Not believable

12 How memorable is the ad?

- Very memorable
- Memorable
- Somewhat memorable
- Not memorable
- Other (please specify)

13 Thinking about the ad overall, which of the following best describes your feelings about it?

- Like it very much
- Like it somewhat
- Dislike it somewhat
- Dislike it very much

14 Do you find the ad to be visually appealing?

- Very appealing
- Appealing
- Somewhat appealing
- Not appealing

15 The language used in the ad is:

- Clear/Understandable
- Confusing
- Offensive
- Other

16 Please tell us why you find the language used in the ad to be confusing or offensive.

Campaign Piece 3 - Video Storyboard Track

Below is a storyboard that uses drawings to demonstrate the idea for a video about swimming. The actual video will use real actors and photography. Please review the storyboard below and answer the following questions.



[OA_SGS_animatic_E](#) from [Brunet-García](#) on [Vimeo](#).

17 In your own words, what is the main message of this video idea?

18 Thinking about this video idea overall, which of the following best describes your feelings about it?

- Like it very much
- Like it somewhat
- Dislike it somewhat
- Dislike it very much

19 To what degree does this video idea make you feel positive about staying active and healthy and preventing injury?

- Very positive
- Positive
- Somewhat positive
- Not positive

Campaign Piece 4 - Digital Format Animated Gif

Please review the animated internet ad below and answer the following questions.

OK



[oa_bann_1_E_1](#) from [Brunet-Garcia](#) on [Vimeo](#).

20 In your own words, what is the main message of this ad?

21 How believable is the ad?

- Very believable
- Believable
- Somewhat believable
- Not believable

22 How engaging is the ad?

- Very engaging
- Engaging
- Somewhat engaging
- Not engaging

23 How memorable is the ad?

- Very memorable
- Memorable
- Somewhat memorable
- Not memorable

24 Thinking about the ad overall, which of the following best describes your feelings about it?

- Like it very much
- Like it somewhat
- Dislike it somewhat
- Dislike it very much

25 Do you find the ad to be visually appealing?

- Very appealing
- Appealing
- Somewhat appealing
- Not appealing

26 The language used in the ad is:

- Clear/Understandable
- Confusing
- Offensive
- Other

27 Please tell us why you find the language used in the ad to be confusing or offensive.

Campaign Piece 5 - Digital Format Post

Please review the text and image in this post and answer the following questions.



Simple actions like getting an annual eye exam can help reduce your risk of injury so you can keep serving at your best. Learn how you can age without injury.



28 In your own words, what is the main message of this post?

29 How believable is the post?

- Very believable
- Believable
- Somewhat believable
- Not believable

30 How engaging is the post?

- Very engaging
- Engaging
- Somewhat engaging
- Not engaging

31 How memorable is the post?

- Very memorable
- Memorable
- Somewhat memorable
- Not memorable

32 Thinking about the post overall, which of the following best describes your feelings about it?

- Like it very much
- Like it somewhat
- Dislike it somewhat
- Dislike it very much

33 Do you find the post to be visually appealing?

- Very appealing
- Appealing
- Somewhat appealing
- Not appealing

34 The language used in the post is:

- Clear/Understandable
- Confusing
- Offensive
- Other

35 Please tell us why you find the language used in the post to be confusing or offensive.

Final Questions about the Full Campaign

36 In your own words, tell us how you would describe this campaign to a friend.

37 To what degree does this campaign make you feel positive about staying active and healthy and preventing injury?

- Very positive
- Positive
- Somewhat positive
- Not positive

38 What health or safety tips do you recall from this campaign?

For Questions 39–43, rate how well the campaign accomplishes each of the following:

OK

39 Gets your attention

- Strongly agree
- Agree
- Disagree
- Strongly disagree

40 Makes you feel like you can prevent common injuries

- Strongly agree
- Agree
- Disagree
- Strongly disagree

41 Motivates you to have regular eye exams

- Strongly agree
- Agree
- Disagree
- Strongly disagree

42 Makes you feel positive about staying independent

- Strongly agree
- Agree
- Disagree
- Strongly disagree

43 Motivates you to reduce your risk of falls and traumatic brain injury

- Strongly agree
- Agree
- Disagree
- Strongly disagree

44 How recently have you fallen?

- Within the last month
- Within the last 6 months
- Within the last year
- More than a year ago
- Never that I can recall

45 Have you experienced an injury from a fall and/or car crash within the past year? Please select all that apply.

- Fall
- Car crash
- No