

Attachment 5 – Interview Guide

Message Testing Interview Guide

Welcome and thank you all for agreeing to participate in today’s focus group. My name is [NAME] and I will be the group moderator.

The purpose of this focus group is to help us learn your opinions about health communication materials that promote handwashing behaviors. We will use the information you share with us to help develop a health communication campaign about handwashing.

We would like to hear your honest opinions about the topics we discuss. There are no right or wrong answers to any of the questions, and your thoughts and opinions are greatly valued and appreciated. We encourage you to speak openly and honestly about your opinions and experiences. You can choose not to respond to a question at any time. Your participation in this study is voluntary, and you can leave at any time.

We will be audio recording this session and taking notes. The recordings and notes will help us summarize today’s discussion. None of the comments you make during today’s discussion will be linked with your name in any way, and all information from this discussion will be summarized anonymously.

Today’s discussion should take about 60 minutes. Before we start, do you have any questions about today’s discussion?

Section I. Warm-up

1. [Warm up] Can you tell me the name you are using for today’s focus group, and your favorite type of dessert?

Section II. Poster 1 [insert poster name here]

For today’s discussion we are going to ask your opinions about three health communication posters focused on handwashing. So let’s start the conversation talking about the first poster, which we are passing out now.

2. [Comprehension] What is the main idea that this poster is trying to get across, in your own words?
3. [Audience] Whom would you say this poster is trying to reach? Why?
4. Does it seem like this poster is talking to you, and people like you? Or someone else? Why?
5. [Images] How do you feel about the images used in this poster?
 - a. What do you like?

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- b. What do you not like?
 - c. Are they helpful/engaging? Why/why not?
6. [Content and Wording] Did you learn anything new from this poster?
 7. [Content and Wording] Is there anything you want to know that this poster does not tell you?
 8. [Content and Wording] How could this poster be improved?
 - a. How could the tone be improved?
 - b. How could the language be improved?
 - c. Is it easy to read?
 9. [Efficacy] Which actions, if any, in the poster sound doable to you? Why or why not?
 10. [Behavior] Would this poster make you want to wash your hands? Why?
 - a. [Behavior] How does the poster make you feel about handwashing?
 11. [Behavior] What about this poster works well for the purposes of promoting handwashing? Why?
 12. [Behavior] What about this poster doesn't work well for the purposes of promoting handwashing? Why?
 13. Are there some places in particular that you would be most likely to notice and pay attention to this poster?
 - a. Specific locations?
 - b. Types of media?

Section III. Poster 2 [insert poster name here]

Thank you for sharing your thoughts on the first poster. Now let's talk about the second poster we have developed. [pass around second poster]

14. [Comprehension] What is the main idea that this poster is trying to get across, in your own words?
15. [Audience] Whom would you say this poster is trying to reach? Why?
16. Does it seem like this poster is talking to you, and people like you? Or someone else? Why?
17. [Images] How do you feel about the images used in this poster?
 - a. What do you like?
 - b. What do you not like?
 - c. Are they helpful/engaging? Why/why not?
18. [Content and Wording] Did you learn anything new from this poster?
19. [Content and Wording] Is there anything you want to know that this poster does not tell you?

20. [Content and Wording] How could this poster be improved?
- How could the tone be improved?
 - How could the language be improved?
 - Is it easy to read?
21. [Efficacy] Which actions, if any, in the poster sound doable to you? Why or why not?
22. [Behavior] Would this poster make you want to wash your hands? Why?
- [Behavior] How does the poster make you feel about handwashing?
23. [Behavior] What about this poster works well for the purposes of promoting handwashing? Why?
24. [Behavior] What about this poster doesn't work well for the purposes of promoting handwashing? Why?
25. Are there some places in particular that you would be most likely to notice and pay attention to this poster?
- Specific locations?
 - Types of media?

Section VI. Poster 3 [insert poster name here]

Thank you for sharing your thoughts on the second poster. Now let's talk about the third and final poster we have developed. [pass around third poster]

26. [Comprehension] What is the main idea that this poster is trying to get across, in your own words?
27. [Audience] Whom would you say this poster is trying to reach? Why?
28. Does it seem like this poster is talking to you, and people like you? Or someone else? Why?
29. [Images] How do you feel about the images used in this poster?
- What do you like?
 - What do you not like?
 - Are they helpful/engaging? Why/why not?
30. [Content and Wording] Did you learn anything new from this poster?
31. [Content and Wording] Is there anything you want to know that this poster does not tell you?
32. [Content and Wording] How could this poster be improved?
- How could the tone be improved?
 - How could the language be improved?

- c. Is it easy to read?
33. [Efficacy] Which actions, if any, in the poster sound doable to you? Why or why not?
34. [Behavior] Would this poster make you want to wash your hands? Why?
- a. [Behavior] How does the poster make you feel about handwashing?
35. [Behavior] What about this poster works well for the purposes of promoting handwashing? Why?
36. [Behavior] What about this poster doesn't work well for the purposes of promoting handwashing? Why?
37. Are there some places in particular that you would be most likely to notice and pay attention to this poster?
- a. Specific locations?
 - b. Types of media?

Section V. Comparing Health Messages

Now that we have talked about each of these posters separately, we'd like to discuss how these posters compare to each other. As we mentioned at the start of the focus group, the purpose of this discussion is to understand your preferences for health communication materials so we can develop a health communication campaign about handwashing.

38. Do you think one of these is more appealing than the others? Which? Why/why not?
39. Is one more likely than another to get your attention?
- a. To make you think about it afterwards?
 - b. If yes, what is it about that one that "works" for you?
40. Looking over all of the different messages we have discussed, which one is the most effective at motivating you to wash your hands?
- a. What makes them most effective?
41. What about this particular one is most engaging?
42. Did any of the posters not motivate you at all?
43. Which of these is the worst? Why? What, specifically, do you dislike about it? What do you mean by "worst?" What criteria did you use?
- a. Least likely to attract attention?
 - b. Least likely to read?
 - c. Least likely to act upon?

We are approaching the end of the discussion.

44. [Close] We have talked about several health communication materials to promote handwashing. With that in mind, is there anything that you want to add about any of these posters or about promoting handwashing that I did not ask about today?
- a. If not, we want to thank you again for taking the time to speak with us.