

**MESSAGE TESTING CARD SORT SURVEY FOR DIABETES EDUCATORS (DE)**

**September 19, 2019**

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**FOR CERTIFIED AND NON-CERTIFIED DIABETES EDUCATORS:**

**Introduction:** Thank you for agreeing to participate. We are interested in your thoughts about different services available to help people manage their diabetes.

This survey asks you about the diabetes self-management education and support services you provide. [INSERT PLAIN LANGUAGE DESCRIPTION HERE.]

1. From the list of words below, please select up to 5 qualities that best describe what you would consider to be ideal diabetes self-management education and support services for your clients (services you would give a grade of A+). (SELECT NO MORE THAN 5)

[INSERT LIST OF POSITIVE WORDS; RANDOMIZE OPTIONS]

1. Why did you choose each of these five qualities instead of the others? What’s important about them? [SHOW THE WORDS SELECTED IN Q1] [OPEN ENDED TEXT BOX]
2. Thinking about these five qualities of ideal diabetes self-management education and support services, please rank them in order of importance to you, with 1 being the most important, 2 being the second most important, and so on.

(SHOW LIST THAT THEY CHOSE IN Q1 IN RANDOM ORDER; HAVE THEM RANK THE WORDS 1 TO 5)

1. Now I’d like you to think of the diabetes self-management education and support services that you provide or offer. Which of the following words or phrases do you think describe the actual diabetes self-management education and support services you provide or offer? (SELECT UP TO 5)

[INSERT LIST OF POSITIVE WORDS; RANDOMIZE OPTIONS]

1. Now I want you to think about the people who have received diabetes self-management education and support services from you. Which of the following words or phrases do you think people with diabetes would use to describe diabetes self-management education and support services? (SELECT UP TO 5)

[INSERT LIST OF NEGATIVE WORDS; RANDOMIZE OPTIONS; INCLUDE AN “OTHER/SPECIFY”]

1. Now I want to show you another list of words or phrases. Which of the following words or phrases do you think people with diabetes would use to describe diabetes self-management education and support services? [SELECT UP TO 10]

[INSERT LIST OF POSITIVE WORDS; RANDOMIZE OPTIONS; INCLUDE AN “OTHER/SPECIFY”]