

Appendix C3

Example of a Discussion Guide

Example of a Discussion Guide Colorectal Cancer Screening

Public reporting burden of this collection of information is estimated to average two hours 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: PRA (0920-0800)

Risk Perception

1. Is there any particular type of cancer that especially concerns you? Why?
2. Are you concerned about developing colorectal cancer?
3. How serious/severe do you think getting colorectal cancer is nowadays?

Prevention Behavior

4. What do you do to take care of yourself?
5. Is there anything you do to decrease your risk of cancer? What? Why?
6. Do you go to a doctor for regular checkups? How often? If not, why not?
7. What kinds of medical tests do you get regularly (e.g., once a year)?

Cancer Awareness

8. Are you interested in information about colorectal cancer? Why or why not? What type of information would interest you?
9. What, if anything, have you heard about colorectal cancer?
10. Who gets colorectal cancer? (e.g., what age, what gender, what race)
11. What causes colorectal cancer? Where did you learn this?
12. What are the symptoms of colorectal cancer? Where did you learn this?
13. Is there anything you can do to prevent colorectal cancer or reduce your risk of getting it? Where did you learn this?

Screening Awareness

14. What, if anything, do you know about ways to be tested for colorectal cancer? Who should be tested for colorectal cancer?
15. What kinds of tests are there to check for colorectal cancer?
16. Has your doctor ever recommended that you have (insert name of test)? What is the purpose of (insert name of test)?
17. How often should a person be screened for colorectal cancer with (insert specific name of screening test)?

Screening Practices

18. How long does your doctor spend talking with you about cancer screening? Which test(s) did your doctor recommend? Did you have the test(s)? Why or why not?
19. Have you ever been screened for colorectal cancer? How long ago did you have the screening test? What made you decide to be screened?
20. If your doctor told you that you could change how often you get screened, would you?

Screening Barriers

21. If you haven't been screened for colorectal cancer, why not?
22. If you have been screened for colorectal cancer, but have not been screened in the last (insert specific interval recommendation), what would you say are the main reasons you did not get re-screened?

Media Exposure

23. Where do you get news?
24. How much time each (specific time frame) do you spend online?
25. How much time each (specific time frame) do you spend (specify media exposure)?
26. What websites do you visit frequently? How often do you visit it/them?
27. Do you participate in social media, such as Facebook, Twitter, blogs, chat rooms, other kinds of social media sites?
28. Do you read newspapers? If yes, how often? Online or in print?
29. Do you read magazines? If yes, how often? Online or in print?
30. Do you subscribe to any magazines? If yes, which ones? Online or in print?

Health-Information Gathering Behavior

31. Do you trust the internet or other media, like newspapers, TV, and/or radio to give you accurate information about health? If yes, which do you trust?
32. Do you trust information from the government about health? If yes, which government agencies?
33. Where do you get information on health?

34. Where do get information about colorectal cancer?
35. Have you ever visited a medical or health website? If yes, what website? Why did you decide to visit it? Where did you hear or read about it? What kinds of information do you look for there?
36. Are you likely to download and print health related materials? Or are you more likely to order a free hard copy to be mailed to you, if that option is available on the website?
37. Do you ever call 1-800 toll free numbers for medical information? If yes, which ones? Why?
38. Have you ever ordered free materials that you saw advertised or heard about otherwise – whether on a website or somewhere else?
39. [If respondent(s) answer ‘yes’ to #38]: What were the materials? How/Why did you order them? How did you find out about the materials?
40. Have you ever searched for health information online? How often? What information have you searched for specifically? Did you search using a search engine (e.g. like – insert names of popular search engines)? Which one(s)?
41. Have you ever gone directly to a health website? Which one(s)? Why did you choose that one/those?
42. Does your doctor ever give you (insert material description)? Do you read it/them? Why or why not? Do you pay more/less attention to it because it came from your doctor?
43. Do you read (insert material description) at (insert location description)? What types of materials would get your attention in this location?

Campaign Awareness/Recall

44. Have you ever heard of (insert campaign name)?
45. Do you recall seeing any public service announcements – like ads on TV, radio, newspaper, magazine, or on the web – about colorectal cancer? What else do you remember about the ad?

General Concept Testing

46. What would be the best way for you to find out about colorectal cancer? How can CDC best communicate with you about colorectal cancer?
47. Do (insert type of communication, for example –public service announcements) catch your attention on TV, the Internet, radio, or in publications?

48. Would a television commercial about colorectal cancer catch your attention? Why or why not?
49. What would make you want to talk to your doctor about colorectal cancer?
50. Have you ever asked your doctor about something you read or saw in (insert media description)? What? Where did you see this information? How did your doctor respond?

Web approaches

51. Have you ever clicked on an online advertisement? What was the ad about?
52. Have you ever clicked on an online advertisement related to health? What was the ad about? Why did you click on it?
53. Have you ever visited a website that you saw or heard about in a (insert media, e.g. magazine, poster, radio, TV, internet) advertisement? If yes, which website? What was the (insert media) ad like? What caught your attention? Which (insert media) was the advertisement in?
54. Have you ever read or contributed to a web blog? If yes, which ones? How/why have you used them?
55. Do you participate in social media, such as on Facebook, Twitter, or another similar site? Do you pay attention to postings about health? Do you post anything about health? Is this a good source for you for health information? Why or why not?

Specific Concept Testing

56. In reviewing the concept(s) we will show you, please grade their effectiveness (insert rating scale) and write down a few words to explain your general reaction.
57. Please describe the main idea behind the concept(s) presented. What is the main message?
58. Does this speak to you? Do you see yourself as part of the audience they're trying to reach? Why or why not?
59. Please describe what about this (image/text/message) is appealing and what is not.
60. Is there any way that this could be made more appealing to you?
61. What do you think you would do after seeing this ad, if anything.

62. Please take a look at each (insert item name). Is there one that would be more likely to grab your attention, that you would be more likely to notice and watch/read?
63. Looking at each (insert item name) individually:
- Is this easy to read? [If a brochure/fact sheet/print ad, then ask:] Is it easy to understand?
 - Is the information helpful to you?
 - Is the amount of information right for you? Too much? Too little?
64. After looking at the (insert item name or specific section) what is the take-away message?
65. What appealed to you about this approach?
66. What did not appeal to you?
67. Do you have any suggestions to make the (insert item name) more appealing?
68. Is this (insert item name) something that you would stop and look at or quickly disregard?
69. Would this motivate you to do something? Do you think this would motivate you to (insert call to action included in the material)? Why or why not?
70. Can you think of anything that could improve the likelihood of (insert item name) prompting you to (insert call to action included in the material)?
71. How can this material be improved?
72. Comparing the (insert item name) in front of you, (insert ranking instructions).
73. Where would you like to be able to find this (name of material)?