

Development of CDC's Let's Stop HIV Together Social Marketing Campaign for Consumers

Attachment 3m: Consumer Message Testing Focus Group Guide

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Attachment 3m: Consumer Message Testing Focus Group Guide

I. Welcome

Thank you for coming here today. Your participation is very important. I'm _____ and I'm from RTI, a non-profit research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this research. The purpose of this focus group is to hear your views and opinions on important health topics concerning HIV/AIDS. Your insights are very important to us and your time today is appreciated. We will have about 1 hour for our discussion.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are no right or wrong answers. We want to know your opinions and what you think about the issues we will be discussing. I do not work for the people who are sponsoring this research, so don't hold back from giving me your honest opinions.
- You have probably noticed the microphones in the room. They are here because we are audio taping. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the tape when writing the report.
- Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you and take notes so that your opinions are accurately captured. However, your identity and anything you personally say here will remain secure to the extent allowable by law. Your name, address, and phone number, which only the facility knows, will not be given to anyone and no one will contact you after this focus group is over.
- There may be some sensitive questions asked during this discussion. If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer.
- Be sure to only use first names during the discussion. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.
- Please turn your cell phone or beeper to vibrate or silent mode. The focus group will last no more than 1 ½ hours.
- If you need to go to the restroom during the discussion, please feel free to leave, but please return as soon as possible.
- Do you have any questions before we begin?

II. Warm-up

Before we begin our discussion, let's spend a little time getting to know one another.

1. Please tell me your first name and an interesting fact about yourself.

III. Presentation of Messages

Now I would like to show you some messages that may later be part of ads that the CDC might use to convince people to *[insert prevention topic]*.

There are *[insert number]* messages that I am going to share with you. Each message has an introduction with supporting words, or the message, below it. I'll show you the introduction and the messages that go along with it and then we'll discuss them. We'll repeat this same process with each of the *[insert number]* sets of messages. For now, I would like us to avoid comparing the messages. Instead, let's first consider each message on its own.

As we discuss each message, I will hand out a sheet of paper with the message written on it that we will be using in this process. As we go along, there will be times when I will ask for you to mark certain information, rankings or ratings on this sheet of paper. I will be collecting these sheets at the end of our session.

Note to focus grouper: Repeat questions 2-14 for each message.

2. What are your initial reactions to the message?
 - What do you like about this message?
 - What do you dislike?
 - What would you say are the strengths of the message?
 - What would you say are the weaknesses of the message?
3. In your opinion, is this overall message believable?
 - What makes it believable (or unbelievable)?
 - What information would you need in order to more strongly believe this message?
4. To what extent does this message make *[insert HIV prevention strategy]* sound easy or complicated?
5. Is there anything you would add to or change about this introduction or its messages to make it stronger or more motivating?
 - Are there any words or phrases that you don't agree with or don't like?
6. What feelings do you have in reaction to this message? How does this message make you feel?

7. Was this a new idea or something that you've heard before? Where have you heard it before?
8. What is the main idea that this message is trying to get across, in your own words?
 - How well do you think the main ideas come across?
9. What is this message trying to get people to do? In other words, what action would this message prompt you to take?
10. What words were unusual or unfamiliar? What other words can be used in their place?
11. Is there anything confusing, unclear, or hard to understand? What are those things?
12. Because of the information presented in this message, how likely is that you will **[insert behavior]**?
13. Do you strongly agree with any part of this message? If so, what?
14. Do you strongly disagree with anything in this message? If so, what?

IV. Comparison of Concepts/Messages/Materials

15. Now, I'm going to ask you to compare the messages I have shown you. Please select the top **[insert number]** messages that would encourage you to do this behavior. There is a paper in front of you, please write the letters of your top **[insert number]** messages on the paper. Which messages did you choose?
16. Now, I am going to ask each of you to rank the **[insert number]** ads we discussed. On your same sheet of paper, please rank the four ads from 1 (your favorite) to **[insert number]** (your least favorite).
17. If you had to choose one, which one of the ads would most inspire or motivate you to **[insert prevention strategy]**? What made you choose that one?
18. Now I'm going to ask each of you to rate the ads on a scale from 1-10 for how likely is it that the ad will get your attention, with 1 not likely at all to get your attention and 10 being very likely to get your attention, how would you rate this ad? Please mark your rating on your paper.
19. Now I'm going to ask each of you to rate the ads on a scale from 1-10 for which is most likely to make you **[insert prevention strategy]**, with 1 being not likely at all to make me want to **[insert prevention strategy]** and 10 being very likely to make me want to **[insert prevention strategy]**, how would you rate this ad? Please mark your rating on your paper.

20. Now I'm going to ask each of you to rate the ads on a scale from 1-10, with 1 being terrible and 10 being fantastic, how would you rate this ad? Please mark your rating on your paper.
21. Now, out of the [*insert number*] messages you picked, choose the one message that would most encourage you to do [*insert prevention strategy*]. Circle this on your piece of paper. What made you choose this one?
22. OK, now take a look at the rest of the messages. Are there any that you do not think will work?
- [*If yes*] Which ones? For each one, tell me what it is about the message that you don't like. Please mark those down on your sheet.
23. Are there any that you strongly dislike?
- [*If yes*] Which ones? For each one, tell me what it is about the message that you don't like. Please mark those down on your sheet.
24. Can you think of an idea or message that we did not present that might motivate you to [*insert prevention strategy*]? What is it?
25. Do you think one is more appealing than the others? Which one is more appealing? What makes you say that?
26. Is one more likely than another to get your attention? To make you think about it afterwards?
- [*If yes*] What is it about that one that "works" for you?
27. Now that you've seen all of these messages, which one catches your attention the most? What is it about that message that is so appealing?
28. Looking over all of the different messages we have discussed, which two or three are most effective? What makes it most effective?
29. Which one is most believable?
30. Which one was most inspiring or motivating to you personally?
31. Did any of the messages not motivate you at all? What makes you say that?
32. Did any of the messages turn you off? What was it about the statement(s) that turned you off?
33. Would any of the statements make you feel opposed to [*insert prevention strategy*]?
- What could be changed to make it more effective?

34. Are there any words or phrases here that you think are especially attention-getting or appealing?
35. Are there any words or phrases that bother you or that you think should be said differently? If yes, how could it be said differently?
36. Where would you expect to see ads like these?
 - Where would they need to be so that you would pay attention to them?
37. Is ***[insert preventative strategy]*** a topic on which you seek out information? If so, how?
 - What type of information have you sought about this strategy?
 - Where might you seek out this information?
 - Where would you turn first for this information?

Exploring Campaign Strategies

Now, let's talk a little about how we can best deliver information on HIV testing.

38. Where are some places you might notice ads like these?
39. Besides work and home, where do you spend most of your free time?
 - Where are these places located (e.g., in what neighborhoods, areas of town, on what streets)?
40. Would you go to a website that helped you decide how often you needed to ***[insert prevention strategy]***?
41. If you could sign up to be reminded to ***[insert prevention strategy]*** every ***[insert time frame]*** would you?
 - What kinds of reminders would work best for you (e.g. text, email)?
42. Would you be willing to share your ideas about ***[insert preventative strategy]*** on a website or Facebook page? If yes, what are some of the ideas or information you would share?

V. Closing

Okay, we are pretty much out of time. Do you have any last thoughts?

Excuse me for one moment while I see if the people observing have any questions that I have not asked. I will be right back.

Thank you for your participation. There is a brochure for you to take with you if you would like. It has information about HIV/AIDS and locations where you can get further information. Have a

good day/evening.