

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

Attachment 3t: Intercept Interview Guide

Public reporting burden of this collection of information is estimated to average 20 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 NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA (0920-1169).

Intercept Interview Guide

The intercept interview guide will only be used to test messages, concepts and materials and will be the same for all participants regardless of the type of campaign being developed.

Introduction

Hello, my name is _____. I work for RTI International, a nonprofit research organization. We have been hired by the Centers for Disease Control and Prevention (CDC), a federal government agency, to get people's response to informational material that is under development concerning HIV/AIDS. We are not selling anything. If you are interested, we would ask you to sit down, look at the material that is under development, and then ask you some questions. This would take no more than 20 minutes and you would receive \$20 cash as a token of our appreciation.

First, are you 18 years of age or older?

[IF YES, continue].

Great. We would like to invite you to participate in an interview. As I said, you will receive \$20 as a token of appreciation for your participation. Are you willing to participate?

Yes___ **[CONTINUE]**

No___ **[THANK/END]**

Invitation

Thank you for agreeing to participate. As I mentioned, we want to get your opinion/feedback on material being developed by the Centers for Disease Control and Prevention. You will be looking at a material the CDC is thinking about using to help increase people's awareness of HIV/AIDS.

Verbal Consent

RTI will summarize all responses to our interviews in a single report. It will be impossible to determine what any one person said in response to these questions. There are no physical risks to participating. There are no direct benefits for your participation. You will be paid \$20 for your time.

If you have any questions about your rights as a participant in this interview, you can call RTI's Office of Research Protection at **1-866-214-2043**. If you have any questions about the study, you may call the study director, Dr. Jennifer Uhrig, at **1-866-784-1953, extension 23311**.

Interviewer: Select city and input Case ID Number for participant, then click red button at bottom of screen for participant to begin survey.

Q3 City [INSERT CITIES]

Are you willing to participate?

Yes ____ [CONTINUE] No ____ [THANK/END] Interviewer Initials ____

We have the materials in both English and Spanish. We can conduct the interview in either English or Spanish. Which language would you prefer?

English ____ [CONTINUE] Spanish _____ [SWITCH TO SPANISH GUIDE]

I would now like to ask you just a few questions about yourself.

1. How old are you? **[IF PARTICIPANT REFUSES TO ANSWER, SAYS DON'T KNOW, OR AGE IS UNDER 18 OR OVER 64, DISCONTINUE INTERVIEW. THANK & END.]**

2. Do you consider yourself to be ...?

- Male [1]
- Female [2]
- Transfemale [3]
- Transmale[4]
- Gender non-conforming [5]
- Gender queer [6]
- Refused [9] [INEGLIBILE]

3. What is the highest level of education you have completed?

- Grade school [1]
- Less than high school graduate/some high school [2]
- High school graduate or completed GED [3]
- Some college or technical school [4]
- Received four-year college degree [5]
- Some post graduate studies [6]
- Received advanced degree [7]
- Other: _____ [8]
- Refused [9]

4. Please tell me your race or ethnic background. Are you?

A. Ethnicity:

- Hispanic or Latino [1]
- Not Hispanic or Latino [2]
- Refused [9]

B. Race [Read all options and mark all that apply]:

- White/Caucasian [1]
- Black or African-American [2]
- Asian [3]
- American Indian or Alaskan Native [4]
- Native Hawaiian or Other Pacific Islander [5]
- Refused [9]

5. What is your current relationship status? Are you...?

- Single/Never married [1]
- Married to a man [2]
- Married to a woman [3]
- In a relationship with a man [4]
- In a relationship with a woman [5]
- In a relationship with a transgender [6]
- Divorced or Widowed [6]
- Refused [9]

6. Which of the following categories best describes your total, annual household income?

- Under \$20,000/year
- \$20,001 – \$30,000/year
- \$30,001 – \$40,000/year
- \$40,001 – \$50,000/year
- \$50,001 – \$60,000/year
- \$60,001 – \$80,000/year
- \$80,001 – \$100,000/year
- Over \$100,000/year

First, I am going to show you draft material that the CDC has developed for their [***INSERT NAME OF CAMPAIGN***].

[Show material]

Campaign Concept Receptivity Items [Concepts with no messages included]

First, I am going to show you draft material that the CDC has developed for a new campaign to promote HIV testing. I am going to show you several sets of ads and ask you several questions about them. For now, let's avoid comparing the ads. Instead, let's consider each ad on its own first.

[SHOW FIRST AD. ROTATE ORDER. COMPLETE.]

First, I am going to have you read several statements. For each statement, please tell me if you strongly disagree, disagree, neither agree or disagree, agree or strongly agree. Any questions?

Interviewer select concept from dropdown: _____

6. Overall, I liked this ad.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5

7. This ad grabbed my attention.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5

8. This ad was confusing.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5

9. This ad speaks to me.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5
1 2 3 4 5

10. How would you sum up in just a few words your first impression of this ad? Do you like it? Not like it? What makes you say that?

If multiple images for a concept: I'd like you to look at these alternative images for this concept.

11. Which of the images do you like most?

[REPEAT FOR REMAINING ADS.]

Comparison of Concepts

12. Now, I am going to ask you to pick your favorite set of ads from all of those you have just looked at. Which one is your favorite? [INSERT NUMBER OPTIONS]

Next, I am going to [read you/have you read] several statements. For each statement, please enter if you strongly disagree, disagree, neither agree or disagree, agree or strongly agree. Any questions?

Testing Media Messages or Concepts with Messages Included

13. Overall, I liked this ad.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

14. I learned something new by looking at this ad.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

15. This ad was easy to understand.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

16. I am interested in this ad's topic.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

17. This ad grabbed my attention.

Strongly Disagree -----> Strongly Agree
1 2 3 4 5 6 7

18. I trust the information in this ad.

Strongly Disagree -----> Strongly Agree

1 2 3 4 5 6 7

19. This ad said something important to me.

Strongly Disagree -----> Strongly Agree

1 2 3 4 5 6 7

20. I think that the HIV/AIDS epidemic is a critical issue.

Strongly Disagree -----> Strongly Agree

1 2 3 4 5 6 7

21. People should make a strong effort to do something about the HIV/AIDS epidemic.

Strongly Disagree -----> Strongly Agree

1 2 3 4 5 6 7

Comparison of Messages/Concepts

22. Now, I am going to ask you to pick your favorite [message/set of ads] from all of those you have just looked at. Which one is your favorite? [INSERT NUMBER OPTIONS]

You're finished with the interview!

THANK, GIVE TOKEN OF APPRECIATION, AND OBTAIN RECEIPT