

**GenIC Clearance for CDC/ATSDR
Formative Research and Tool Development**

**Formative Research for Spanish-Language
Drug Overdose Messages**

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Attachment 3 - Interview Guide

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Introduction and Informed Consent

Hello. Thank you for taking the time to talk with me today. I appreciate your time, and I am looking forward to our discussion. Before we begin, I would like to share some information about what you can expect from our conversation today and answer any questions you may have about the interview.

My name is [B|G STAFF MEMBER'S NAME]. I work for a company called Brunet-García. We have been contracted by the U.S. Centers for Disease Control and Prevention, or CDC, to help them gather your feedback on ads for prevention and education around drug use and drug overdose. Your input is valuable and will inform the development of new CDC designs and messaging.

- For the purposes of our discussion today, please sign in with your first name only.
- You indicated to our recruiter that you use drugs and we want to make sure you know that your perspective and experience is vitally important to this effort.
- Today we are discussing your perspective as a Hispanic individual and a Spanish-speaking or bilingual person.
- There are no right or wrong answers. We are just looking for your honest opinions and perceptions. Please don't worry about offending me with any of your feedback.
- Our discussion is scheduled for 60 minutes.
- Our discussion will be audio or video-recorded, with your permission, and my team member [NAME] is on the line to take notes. Other team members from our staff and CDC may listen to the interview.
- We will use the recording and notes to write a summary report. When we write our report, we will include what was said, but not who said it. The report will not have your name, phone number, email, or any other information that would allow someone to identify you. The report and any future summary of the findings will focus only on the ideas shared and will not include any identifying information or connect individuals with their answers.
- We will keep the notes and recordings from our conversation in a password-protected computer folder until we complete this project. Only members of my team will have access to the notes and recordings, and we will not share them with anyone else.
- Your participation in this conversation is completely voluntary. You do not have to answer any question you don't feel comfortable answering and you may choose not to participate or to leave the discussion at any time.
- We are not medical professionals. If you have any questions or concerns regarding your health or well-being following your participation today, we urge you to speak to your health provider.
- If you have any questions or concerns about your participation in this interview, you can contact the study administrator Everett Long, at (elong@brunetgarcia.com). If you have any questions about your rights as a research participant, please contact the Sterling

Institutional Review Board at XXX-XXX-XXXX. We will include this information in an email following this interview.

- Sometimes when discussing such sensitive issues you may experience emotions or need support. At any time if you feel your emotional response may lead to physical harm, please let the interviewer know and call the 988 suicide and crisis hotline for support.
- After participating in today's discussion, you will receive a follow up email. If after participating in today's discussion, you find yourself needing support and/or wanting to talk to someone, you will have access to one free, confidential 60-minute debrief/support session with a licensed mental health professional. The professional is Hispanic and speaks Spanish and English.
- This session is NOT part of the research and no information will be shared with any parties outside of the counselor.
- This session is private and confidential and the counselor will not share any information with the recruiter (Research America), the research firm (Brunet-García), or the sponsor (CDC or any other government agencies).
- Any questions about this free counseling session?
- Do you agree to participate in this interview? (IF PARTICIPANT RESPONDS "NO," END INTERVIEW.)
- Do you agree to be recorded? (IF PARTICIPANT RESPONDS "NO," TAKE NOTES RATHER THAN AUDIO-RECORD. IF PARTICIPANT RESPONDS "YES," THANK THE PARTICIPANT AND START RECORDING.)

Knowledge, Attitudes, Challenges, and Beliefs

- In your opinion, why do you, or people your age, use drugs (such as cocaine, heroin, methamphetamines or hallucinogens)?
 - In your opinion, do you think there are reasons Hispanic or Latino people use drugs?
 - If so, what reasons? If no, why not?
- In your experience, what do you, or people your age, like about using drugs?
- In your experience, what do you, or people your age, dislike about using drugs?
- What do you know about drug overdose?
 - Why do you think drug overdoses happen among people your age?
 - How concerned, if at all, are you, or people your age, about experiencing a drug overdose?
 - What do you, or people your age, do to protect yourselves from overdosing when using drugs?
 - What information would help you, or people your age, to protect yourselves from an overdose when using drugs?
- What impact, if any, would you say drug use has on the Latino community?
 - Probes: Why? What made you say that? How do you feel drug use affects the Latino community? What impact have you seen?
 - Probe on social determinants: Where you live? Income? Education?
 - Do you feel certain drugs are more impactful than others?
 - Probe: Which? Why?
- What impact, if any, would you say drug overdose has on the Latino community?

- Probes: Why? What made you say that? How do you feel drug use affects the Latino community? What impact have you seen?
- Probe on social determinants: Where you live? Income? Education? How do you feel drug overdose affects the Latino community?

Sources of Support and Information

- If you or a loved one needed information about drug use or drug overdose where would you go to?
 - Probe: A friend or family? Healthcare provider? The internet?
 - If internet, any specific sites? CDC? Specific organization
- If you or a loved one needed support for stopping drug use where would you go?
 - Probe: A friend or family? Healthcare provider? The internet? A local organization?

Fentanyl Campaign Products

I'd like to share a video ad that has been developed for Spanish-speaking and bilingual Hispanic and Latino people who use drugs between the ages of 18 and 34. It's 30 seconds in length. I'll play it for you a couple of times, and then I have a few questions for you about the ad. [PLAY VIDEO AD]

Reactions to :30 Video Ad

1. What is your first impression of this ad?
 - What do you like about this ad?
 - What do you not like about this ad?
2. What about this ad, if anything, grabs your attention?
3. What parts of the ad, if any, seem unclear or confusing?
 - Which words or phrases, if any, are unclear or confusing?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these parts of the ad easier to understand?
 - Which images or visuals, if any, are unclear or confusing?
 - What about specific aspects of the visuals? Colors? Layout?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these visuals easier to understand?
 - Are there any Spanish words or phrases you were unfamiliar with?
 - Are there any specific Spanish phrases or words that could improve understanding?
4. What parts of the ad, if any, are unappealing or make you uncomfortable?
 - [IF THERE ARE UNAPPEALING ELEMENTS] What would make these parts of the ad more appealing?
5. What parts of the ad, if any, feel negative or judgmental towards people who use drugs?

- [IF THERE ARE NEGATIVE ELEMENTS] What would make these parts of the ad feel less negative or judgmental?
6. What parts of the ad, if any, seem inaccurate or not believable?
 - [IF THERE ARE INACCURATE ELEMENTS] What would make these parts of the ad more accurate?
 7. What would make this ad more useful, relevant or motivating to you?
 8. How would you describe this ad to a friend?
 - What information in the ad do you think is most important to share?
 9. What, if anything, did you learn from this ad?
 - What information, if any, surprised you?
 - What questions, if any, do you have after viewing the ad?
 10. What is the ad asking you to do?
 - How likely, if at all, would you be to check your drugs for fentanyl?
 - Why or why not?
 11. Have you ever heard of fentanyl test strips?
 - Would you use them if they were available to you?
 12. How concerned would you be about fentanyl after watching this video?
 13. How likely would you be to share this content?
 14. After seeing this content, how likely would you be to visit CDC's website (www.cdc.gov/stopoverdose/es)?
 - [IF NOT LIKELY] Why would you not visit CDC's website?
 - [IF LIKELY] What would you expect to find on the website?
 - Would you go to the Spanish or English version of the site?
 - Why?
 - Would you ever use both the English and Spanish sites during the same visit?
 - If so, why?
 - How would you use both sites?

Reactions to :60 Video Ad

Now I'd like to get your feedback on another ad. This ad will be 60 seconds in length and will be a longer version of the ad you just viewed. I'll play it for you a couple of times, and then I have a few questions for you about the ad. [PLAY VIDEO AD]

12. What is your first impression of this ad?
 - What do you like about this ad?
 - What do you not like about this ad?
13. What parts of the ad, if any, seem unclear or confusing?
 - Which words or phrases, if any, are unclear or confusing?

- [IF THERE ARE CONFUSING ELEMENTS] What would make these parts of the ad easier to understand?
 - Which images or visuals, if any, are unclear or confusing?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these visuals easier to understand?
 - Are there any Spanish words or phrases you were unfamiliar with?
 - Are there any specific Spanish phrases or words that could improve understanding?
15. What parts of the ad, if any, are unappealing or grab your attention in a negative way?
 16. What information from this longer ad, if any, is missing in the shorter ad you saw earlier that you think is important to include?
 17. What would make this ad more useful, relevant or motivating to you?
 18. Of the two ads we've watched so far, do you prefer one over the other?
 - Probe: Why? Do you prefer the shorter or the longer version?

ADDITIONAL MESSAGE TESTING

Now I would like you to look at a few materials that discuss information on naloxone. I'll have you look at the website and then we will discuss it. [Interviewer will provide one or more messages sequentially (i.e., an infographic, social media graphic). The interviewer will give a few minutes for the participant to review the message and then ask the questions below. Repeat until all predetermined webpages for each participant have been reviewed.]

19. In your own words, what is the main idea that this message set is trying to get across?
 - How likely are you to do [INSERT BEHAVIOR]?
20. What are the reasons you would consider [INSERT BEHAVIOR]?
21. How easy are these recommendations for you to understand?
22. How might this information be presented in an easier way to understand?
23. What about the visual aspects?
 - Probes: The graphics? Animations? Colors? Layout?
 - Probes: How could we improve the visual aspects?
24. What is confusing, unclear, or hard to understand about this message?
 - Probe [if needed]: Are there any words or phrases that bother or upset you or that you think should be said differently? Specific Spanish phrases or words?

Polysubstance Use Campaign Products

I'd like to share a video ad that has been developed for Spanish-speaking and bilingual Hispanic and Latino people who use drugs between the ages of 18 and 34. It's 30 seconds in length. I'll play it for you a couple of times, and then I have a few questions for you about the ad. [PLAY VIDEO AD]

Reactions to :30 Video Ad

25. What is your first impression of this ad?
 What do you like about this ad?
 What do you not like about this ad?
26. What about this ad, if anything, grabs your attention?
27. What parts of the ad, if any, seem unclear or confusing?
 Which words or phrases, if any, are unclear or confusing?
 [IF THERE ARE CONFUSING ELEMENTS] What would make these parts of the ad easier to understand?
 Which images or visuals, if any, are unclear or confusing?
 - i. What about specific aspects of the visuals? Colors? Layout?
 [IF THERE ARE CONFUSING ELEMENTS] What would make these visuals easier to understand?
 Are there any Spanish words or phrases you were unfamiliar with?
 Are there any specific Spanish phrases or words that could improve understanding?
28. What parts of the ad, if any, are unappealing or make you uncomfortable?
 [IF THERE ARE UNAPPEALING ELEMENTS] What would make these parts of the ad more appealing?
29. What parts of the ad, if any, feel negative or judgmental towards people who use drugs?
 [IF THERE ARE NEGATIVE ELEMENTS] What would make these parts of the ad feel less negative or judgmental?
30. What parts of the ad, if any, seem inaccurate or not believable?
 [IF THERE ARE INACCURATE ELEMENTS] What would make these parts of the ad more accurate?
31. What would make this ad more useful, relevant or motivating to you?
32. How would you describe this ad to a friend?
 What information in the ad do you think is most important to share?
33. What, if anything, did you learn from this ad?
 What information, if any, surprised you?
 What questions, if any, do you have after viewing the ad?
34. What is the ad asking you to do?
 How likely, if at all, would you be to not mix drugs after watching this ad?
 Why or why not?
 What concerns, if any, do you have about mixing drugs?
35. . How likely would you be to visit CDC's website (www.cdc.gov/stopoverdose/es) after seeing this ad?
 - [IF NOT LIKELY] Why would you not visit CDC's website?
 - [IF LIKELY] What would you expect to find on the website?
 - Would you go to the Spanish or English version of the site?
 - Why?

- Would you ever use both the English and Spanish sites during the same visit?
 - If so, why?
 - How would you use both sites?

Reactions to :60 Video Ad

Now I'd like to get your feedback on another ad. This ad will be 60 seconds in length and will be a longer version of the ad you just viewed. I'll play it for you a couple of times, and then I have a few questions for you about the ad. [PLAY VIDEO AD]

1. . What is your first impression of this ad?
 - What do you like about this ad?
 - What do you not like about this ad?

1. What parts of the ad, if any, seem unclear or confusing?
 - Which words or phrases, if any, are unclear or confusing?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these parts of the ad easier to understand?
 - Which images or visuals, if any, are unclear or confusing?
 - What about specific aspects of the visuals? Colors? Layout?
 - Are there any Spanish words or phrases you were unfamiliar with?
 - Are there any specific Spanish phrases or words that could improve understanding?

1. What parts of the ad, if any, are unappealing or grab your attention in a negative way?
2. What information from this longer ad, if any, is missing in the shorter ad you saw earlier that you think is important to include?
3. What would make this ad more useful, relevant or motivating to you?

ADDITIONAL MESSAGE TESTING

Now I would like you to look at a material that discusses information on recovery. I'll have you look at the material and then we will discuss it. *[Interviewer will provide one or more messages sequentially (i.e., an infographic, social media graphic)].* The interviewer will give a few minutes for the participant to review the message and then ask the questions below.

4. In your own words, what is the main idea that this message set is trying to get across?
 - How likely are you to do [INSERT BEHAVIOR]?
5. What are the reasons you would consider [INSERT BEHAVIOR]?
6. How easy are these recommendations for you to understand?
7. How might this information be presented in an easier way to understand?

8. What about the visual aspects?
 - Probes: The graphics? Animations? Colors? Layout?
 - Probes: How could we improve the visual aspects?
9. What is confusing, unclear, or hard to understand about this message?
 - Probe [if needed]: Are there any words or phrases that bother or upset you or that you think should be said differently? Specific Spanish phrases or words?

Stigma Campaign Products

Now, I'd like to share another video ad. It's 30 seconds in length. I'll play it for you a couple of times, and then I have a few questions for you about the ad. [PLAY VIDEO AD]

Reactions to :30 Video Ad

10. What is your first impression of this ad?
 - What do you like about this ad?
 - What do you not like about this ad?
11. What about this ad, if anything, grabs your attention?
12. What parts of the ad, if any, seem unclear or confusing?
 - Which words or phrases, if any, are unclear or confusing?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these parts of the ad easier to understand?
 - Which images or visuals, if any, are unclear or confusing?
13. [IF THERE ARE CONFUSING ELEMENTS] What would make these visuals easier to understand?
 - Are there any Spanish words or phrases you were unfamiliar with?
 - Are there any specific Spanish phrases or words that could improve understanding?
14. What parts of the ad, if any, are unappealing or make you uncomfortable?
 - [IF THERE ARE UNAPPEALING ELEMENTS] What would make these parts of the ad more appealing?
15. What parts of the ad, if any, feel negative or judgmental towards people who use drugs?
 - [IF THERE ARE NEGATIVE ELEMENTS] What would make these parts of the ad feel less negative or judgmental?
16. What parts of the ad, if any, seem inaccurate or not believable?
 - [IF THERE ARE INACCURATE ELEMENTS] What would make these parts of the ad more accurate?
17. What would make this ad more useful or relevant or motivating to you?
18. How would you describe this ad to a friend?
 - What information in the ad do you think is most important to share?
19. What, if anything, did you learn from this ad?
 - What information, if any, surprised you?
 - What questions, if any, do you have after viewing the ad?

20. What is the ad asking you to do?
- How likely, if at all, do you think people who use drugs would be to seek support or treatment after watching this ad?
 - Why or why not?
 - How, if at all, does this ad help to reduce stigma or judgment about addiction, substance use disorder, and recovery?
 - What concerns do you think people who use drugs have, if any, about seeking support or treatment?
21. How likely would you be to visit CDC's website (www.cdc.gov/stopoverdose/es) after seeing this ad?
- [IF NOT LIKELY] Why would you not visit CDC's website?
- [IF LIKELY] What would you expect to find on the website?
- Would you go to the Spanish or English version of the site?
- Why?
 - Would you ever use both the English and Spanish sites during the same visit?
 - If so, why?
 - How would you use both sites?

Reactions to :60 Video Ad

Just like before, I'd like to get your feedback on another ad. This ad will be 60 seconds in length and will be a longer version of the ad you just viewed. I'll play it for you a couple of times, and then I have a few questions for you about the ad. [PLAY VIDEO AD]

22. What is your first impression of this ad?
- What do you like about this ad?
 - What do you not like about this ad?
23. What parts of the ad, if any, seem unclear or confusing?
- Which words or phrases, if any, are unclear or confusing?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these parts of the ad easier to understand?
 - Which images or visuals, if any, are unclear or confusing?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these visuals easier to understand?
 - Are there any Spanish words or phrases you were unfamiliar with?
 - Are there any specific Spanish phrases or words that could improve understanding?
24. What parts of the ad, if any, are unappealing or grab your attention in a negative way?

25. What information from this longer ad, if any, is missing in the shorter ad you saw earlier that you think is important to include?
26. What would make this ad more useful, relevant or motivating to you?
27. Of the two ads we've watched so far, do you prefer one over the other?
 - Probe: Why? Do you prefer the shorter or the longer version?

ADDITIONAL MESSAGE TESTING

Now I would like you to look at a material that discusses information on mixing drugs. I'll have you look at the website and then we will discuss it. [Interviewer will provide one or more messages sequentially (i.e., an infographic, social media graphic). The interviewer will give a few minutes for the participant to review the message and then ask the questions below. Repeat until all predetermined webpages for each participant have been reviewed.]

28. In your own words, what is the main idea that this message set is trying to get across?
How likely are you to do [INSERT BEHAVIOR]?
29. What are the reasons you would consider [INSERT BEHAVIOR]?
30. How easy are these recommendations for you to understand?
31. How might this information be presented in an easier way to understand?
32. What is confusing, unclear, or hard to understand about this message?
Probe [if needed]: Are there any words or phrases that bother or upset you or that you think should be said differently? Specific Spanish phrases or words?

Harm Reduction Campaign Product

Now, I'd like to share another video ad. It's 30 seconds in length. I'll play it for you a couple of times, and then I have a few questions for you about the ad. [PLAY VIDEO AD]

Reactions to :30 Video Ad

33. What is your first impression of this ad?
What do you like about this ad?
What do you not like about this ad?
 34. What about this ad, if anything, grabs your attention?
 35. What parts of the ad, if any, seem unclear or confusing?
 - Which words or phrases, if any, are unclear or confusing?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these parts of the ad easier to understand?
 - Which images or visuals, if any, are unclear or confusing?
 - What about specific aspects of the visuals? Colors? Layout?
- IF THERE ARE CONFUSING ELEMENTS] What would make these visuals easier to understand?

Any specific Spanish phrases or words that could improve understanding?

36. What parts of the ad, if any, are unappealing or make you uncomfortable?
 - [IF THERE ARE UNAPPEALING ELEMENTS] What would make these parts of the ad more appealing?
37. What parts of the ad, if any, feel negative or judgmental towards people who use drugs?
 - [IF THERE ARE NEGATIVE ELEMENTS] What would make these parts of the ad feel less negative or judgmental?
38. What parts of the ad, if any, seem inaccurate or not believable?
 - [IF THERE ARE INACCURATE ELEMENTS] What would make these parts of the ad more accurate?
39. What would make this ad more useful or relevant or motivating to you?
40. How would you describe this ad to a friend?
 - What information in the ad do you think is most important to share?
41. What, if anything, did you learn from this ad?
 - What information, if any, surprised you?
 - What questions, if any, do you have after viewing the ad?
42. What is the ad asking you to do?
 - How likely, if at all, would you be to purchase naloxone and/or talk to your doctor about having it prescribed after watching this ad?
 - Why or why not?
 - What concerns do you have, if any, about using naloxone?
43. How likely would you be to visit CDC's website (www.cdc.gov/stopoverdose/es) after seeing this ad?
 - [IF NOT LIKELY] Why would you not visit CDC's website?
 - [IF LIKELY] What would you expect to find on the website?
 - Would you go to the Spanish or English version of the site?
 - Why?
 - Would you ever use both the English and Spanish sites during the same visit?
 - If so, why?
 - How would you use both sites?

Reactions to :60 Video Ad

Just like before, I'd like to get your feedback on another ad. This ad will be 60 seconds in length and will be a longer version of the ad you just viewed. I'll play it for you a couple of times, and then I have a few questions for you about the ad. [PLAY VIDEO AD]

44. What is your first impression of this ad?
 - What do you like about this ad?

- What do you not like about this ad?
45. What parts of the ad, if any, seem unclear or confusing?
- Which words or phrases, if any, are unclear or confusing?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these parts of the ad easier to understand?
 - Which images or visuals, if any, are unclear or confusing?
 - [IF THERE ARE CONFUSING ELEMENTS] What would make these visuals easier to understand?
 - Are there any Spanish words or phrases you were unfamiliar with?
 - Are there any specific Spanish phrases or words that could improve understanding?
46. What parts of the ad, if any, are unappealing or grab your attention in a negative way?
47. What information from this longer ad, if any, is missing in the shorter ad you saw earlier that you think is important to include?
48. What would make this ad more useful, relevant or motivating to you?

ADDITIONAL MESSAGE TESTING

Now I would like you to look at a few materials that discuss information on naloxone. I'll have you look at the website and then we will discuss it. [Interviewer will provide one or more messages sequentially (i.e., an infographic, social media graphic). The interviewer will give a few minutes for the participant to review the message and then ask the questions below. Repeat until all predetermined webpages for each participant have been reviewed.]

49. In your own words, what is the main idea that this message set is trying to get across?
How likely are you to do [INSERT BEHAVIOR]?
50. What are the reasons you would consider [INSERT BEHAVIOR]?
51. How easy are these recommendations for you to understand?
52. How might this information be presented in an easier way to understand?
53. What about the visual aspects?
Probes: The graphics? Animations? Colors? Layout?
Probes: How could we improve the visual aspects?
54. What is confusing, unclear, or hard to understand about this message?
Probe [if needed]: Are there any words or phrases that bother or upset you or that you think should be said differently? Specific Spanish phrases or words?

Closing (5 minutes)

This has been great. Thank you so much for sharing your thoughts and insights. I really appreciate it. That brings me to the end of my questions but let me quickly check in with my colleagues to see if they have any additional questions.

55. What other additional thoughts or ideas would you like us to consider as we develop materials for this effort?
56. Do you have any questions for me before we end our discussion?