

Formative Study

Materials Testing – Interview Guide

Interview Preparation

Prior to the interview, the analysis team will complete an “Interviewee Summary” (see below). You are encouraged to add to it – as you were the individual who has already interacted with the participant. The purpose of this summary is to maximize the time you have with the participant to delve into areas known to be of concern by tailoring probes, and prioritizing materials reviewed. During the interview you will work through each row – showing the material – then working/modifying the probes listed in the interview guide as appropriate. When possible, refer to what they participant shared in the focus group to be efficient with time by avoiding them repeating what had already been stated.

Interviewee Summary Form

First name:

Segment:

Sentiment(s) Expressed: DDA Unmoved

Rationale for Selection as Interviewee:

Areas for Exploration in Interview not Specific to Material:

Messaging/Materials with Negative/Concerned/Unmoved Response & Any Provided Rationale

Materials for Testing			
#	Material		From Focus Group Data
	Name	Hyperlink	Participant Response/Reaction/Comments
1			
2			
3			
4			
5			

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average 60 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, to review and complete the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201 Attention: PRA Reports Clearance Officer.

Interview Guide

Interview Overview

Hi, my name is _____, and I am a _____ with LTG Associates. We are talking with moms who participated in the focus group conversation around postpartum depression campaign planning. We want to learn in more detail about your thoughts and feelings about the materials you reviewed for the campaign. Our team feels strongly that it is important to learn from moms, such as yourself, so we can make a campaign that can best help other moms who may be affected by postpartum depression.

I will not be asking you questions about any personal experience with postpartum depression – which I will refer to as PPD to make it simpler – but, if you had them, you are welcome to share them. Instead, I will be asking questions about the materials you saw during the group conversation. Your input is important – the good and the bad! You need to know that I was not involved in creating the materials, so please respond with your real feelings.

Do you have any questions about what we will be doing today?

Informed Consent

You have already read and signed the informed consent, but I want to go over a few points again.

First, while we do not plan to cover anything personal today, it is important to know that your name will not be associated with anything you say. What you say today will be kept private. We will only use your first name as we talk.

Second, while we do our best to take good notes, we do need a way to make sure they are correct. Therefore, we would like to record today's discussion, so we have an accurate record of your thoughts. When we have transcribed the recording we will remove your name and destroy the recording. As I mentioned, your name will not be on, or associated, with the recording. It will be kept private.

Do you agree to have our conversation audio recorded?

Do you agree to have our conversation video recorded?

[If yes] Thank you!

[If no] Okay, I will do my best to take notes during our discussion. If at any point you are comfortable with being recorded, please let me know.

I'd like to cover just a few more things before we begin our talk which will last about an hour.

- First - There are no right or wrong answers to any of the questions – we want to learn about your feelings, experiences and what you think. We want to hear everything – the good and the bad.
- Second – as a “thank you” for participating in this interview, and sharing your expertise, you will receive a \$75 e-gift card for your participation – you will receive the card within 7 business days by the method that you have chosen.
- Third - Being part of this interview is completely voluntary. You do not need to answer any questions you do not wish to answer.
- Finally - There are no penalties or consequences for not answering particular questions.

Any questions? *[Answer questions]*

Now, a few housekeeping things to make sure our talk runs smoothly.

- Please turn off or mute any devices other than the one on which you are joining this call.
- Please make sure your space is as quiet as possible. If you want to use headphones, please go ahead.
- It is required that you leave your camera on for the full period of our conversation.
- Please left click on the three little dots above your picture and choose the “rename” option and add just your first name.

Thank you! Let's begin. I will begin the recording now.

This is *[Interviewer Name]*, on *[Provide Date and Time]*, speaking with *[Participant first name]*.

[First name] Could I confirm one more time that you agree to be recorded?

[If yes] Thank you!

Introduction

You recently participated in a focus group to review materials being prepared for the Office on Women’s Health new postpartum depression reporting campaign. During the group you provided some reactions and insights that we would like to explore further. We will go through these one by one, and I’d like for you to talk with me in detail about them so we can improve the campaign to better help moms who may have symptoms of postpartum depression.

Interviewer Instructions:

[The purpose of this interview is to inform the improvement of the final materials. Focus on gaining insight into specific problems that will inform actionable solutions. While it is natural for the participant’s personal PPD journey to come up – this should inform their reaction to the messages – but is not the topic for the interview. Should this happen, listen, then gently redirect to the materials as these will “help moms so hopefully they can get into care” or other appropriate rationale. For each row, click the link to pull up the materials.]

Materials to Be Tested from Focus Group

Materials for Testing			
#	Material		From Focus Group Data
	Name	Hyperlink	Participant Response/Reaction/Comments
1			
2			
3			
4			
5			
E	Area(s) of Expertise		

Material/Message Testing Probes:

[Click hyperlink to bring up each material individually.]

I have pulled up one of the materials for our discussion today.

1. What is your initial reaction to the look and feel of this material/message?
 - The appearance?
 - The photos?
 - The text?
 - Particular words?
 - Tell me more about why you feel this way?

2. During the focus group, we noted you appeared to have the following feelings regarding this material/message *[Look to Participant Response/Reaction/Comments in table]*
 - Can you tell me more about those feelings?
 - What do you feel caused them?
 - What did you want to share about this material during the focus group, but were unable or unwilling to discuss?
 - What did you think about the materials after the focus group?

3. Do you feel that other moms that you know would feel pretty much the same way about the material?
 - Can you tell me about that?

4. How could we make this material better for moms like you?

[Repeat as time allows]

Closing

Thank you for taking the time to meet with me today. Your insights and suggestions will help us to make the campaign materials the best for helping moms who may be at-risk for PPD. Before we close:

1. What other thoughts would you like to share with me?

2. Do you have any questions I can answer?

Thank you again and have a wonderful rest of your day!