

■ Follow-Up Questions

F. Follow-Up Questions

(Questions can be used for Central Location Intercept Interviews, Telephone Interviews, Individual In-depth Interviews [Cognitive Interviews], Focus Group Screeners, and Focus Groups.)

Efficacy

Purpose: to assess how likely respondents are to act after seeing a message and what actions they might take.

- 1f. Which actions, if any, sound doable to you? Why?
- 2f. How likely/feasible is it that you would try to do this? Please explain.
- 3f. Would you consider doing this
[INSERT strategy, action, behavior]?
- 4f. What makes it hard to do this?
- 5f. Who in your household would be against trying
this? Why? 6f. Which descriptions, if any, sound do-able?
Why? Why not?
- 7f. Which of these options would be the easiest to incorporate into your life? What
makes that option the easiest?
- 8f. What do you think of this idea?
- 9f. How appealing is [INSERT strategy, action, behavior] to you as a way
to control [TOPIC]?
- 10f. Do you think it could work in [INSERT LOCATION]? Why or why not?
- 11f. How feasible would this be to try at [INSERT
LOCATION]? Explain.
- 12f. What would make this easier for you to do?
- 13f. Which of these would be most effective in [INSERT
LOCATION]?
- 14f. How easy are these [INSERT strategy, action, behavior] for you to follow and understand?
- 15f. What, if anything, makes it difficult to follow [INSERT strategy, action, behavior]?
How might this be presented in an easier way?
- 16f. What are the good things about trying this [INSERT strategy, action, behavior] ?
- 17f. What makes it hard to do this [INSERT strategy, action, behavior]?
- 18f. Who in your household would be against trying this? Why?

19f. I'm going to pass around a sheet that gives you some descriptions for [strategies, actions, behaviors]. Please review these descriptions silently, and circle those that seem most doable. Cross out any that don't seem do-able.

- After all tactics have been discussed, the moderator asks participants to identify the two or three tactics that they think are most important and that they have the greatest likelihood of doing. (Moderator takes hand count.)
 - From the two or three top tactics, the participants are asked to choose the single tactic that they think is most important and that they have the greatest likelihood of implementing. The moderator explores some of the participants' choices and their reasons for choosing.
 - As you look at these [strategies, actions, behaviors], does any one of the three stand out as the one that you would try first? Which one? Why?
 - What are the one or two things we have discussed today – if any – that seem most likely/feasible to implement in your household?
 - Is there any more information or tools that you would need that would help you implement some of these strategies?
 - What are some of the things that would make it difficult for people in your area to [INSERT health topic or behavior]?
 - What could, or has, been done in the local area to make it easier – to overcome some of the barriers you described?
1. This [CONTENT TYPE] has multiple steps. Are the instructions clear, or could they be broken down in a better, more understandable way?
 2. Does this [CONTENT TYPE] make any actions or behaviors easier for you to do? What actions or behaviors?
 3. Is there any more information or tools that you would need that would help you [INSERT ACTION]?
 4. What are some of the things that would make it difficult for people in your area to [TOPIC]?
 5. What could, or has, been done in the local area to make it easier to overcome some of the challenges you described?
 6. Were there any tips on here that you would not follow or comply with? Explain.
 7. Is there anything that could be changed to make it more likely you would be motivated to [INSERT strategy, action, behavior]?
 8. How likely would you be to talk about [TOPIC] with [INSERT audience e.g., family, friends] in the next [INSERT timeframe]?
 9. Will you bring up [TOPIC] the next time you visit your healthcare provider?
 10. What could be changed to make [CONTENT TYPE] more effective/useful/interesting?
 11. Is the [CONTENT TYPE] clear to follow?
 12. What parts of the [CONTENT TYPE] are [easy/hard] to follow?
 13. Do you think the [advice/information/instructions] from [CONTENT TYPE] is [ADJECTIVE] [ACTION]?
 14. How serious is this [TOPIC] to you?
 15. How much of a [threat/problem] is [TOPIC] for [you/your family/your loved ones/your children]?

42f. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

	Strongly Disagree	Strongly Agree
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1.	I feel as though I can make a difference regarding [INSERT health topic or behavior].	1	2	3	4	5
2.	The suggestions for dealing with [INSERT health topic or behavior] made in the [CONTENT TYPE] are doable.	1	2	3	4	5
3.	I personally could do the suggested [INSERT health topic or behavior] in the [CONTENT TYPE].	1	2	3	4	5
4.	Helping improve [INSERT health topic or behavior] is a goal within my reach.	1	2	3	4	5
5.	I am confident that I can protect myself from [INSERT health topic or behavior].					

43f. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

		Strongly Disagree				Strongly Agree
1.	Visiting the Web site/calling the number listed in the message is a good start to improving [TOPIC].	1	2	3	4	5
2.	By doing the behaviors suggested by the [CONTENT TYPE], the [TOPIC] can be improved.	1	2	3	4	5
3.	Generally speaking, it is possible to improve [TOPIC].	1	2	3	4	5
4.	There are many things I can do to protect myself from [TOPIC].	1	2	3	4	5

Behavioral Intentions

- 44f. Does this [CONTENT TYPE] make you want to do anything?
- Does this motivate you to take action? Why or why not?
 - Would this make you interested in finding out about [INSERT health topic or behavior] in your community? Why or why not?
- 45f. Would [CONTENT TYPE] make you think more about the importance of [INSERT health topic or behavior]?
- 46f. Would [CONTENT TYPE] make you concerned about increasing [INSERT health topic or behavior]? Explain. Explain.
- 47f. Would [CONTENT TYPE] make you want to [INSERT health topic or behavior]? Explain.
- 48f. Would it make you likely to do something about increasing [INSERT health topic or behavior]?
- What about the [CONTENT TYPE] makes you more or less likely to [INSERT health topic or behavior]?
- 49f. Would you change anything about your current routine after seeing this? Why or why not?
- 50f. Do you plan to [INSERT health topic or behavior]? Why or why not?
- 51f. Doctors are interested in what they can say to motivate patients (or other parents) to [INSERT health topic or behavior]. What is your advice to them? That is, what should doctors tell people if they want them to [INSERT health topic or behavior]?
- 52f. Were there any tips on [CONTENT TYPE] that you would not follow or comply with? Explain.
- 53f. Is there anything that could be changed to make it more likely you would be motivated to [INSERT health topic or behavior]?
- 54f. If you saw a [INSERT health topic or behavior] story (on television, in newspapers, or on the Internet), how likely would you be to pay close attention to it?
- 55f. How likely would you be to talk about [INSERT health topic or behavior] with your family in the next week or so? Explain.
- 56f. How likely would you be to talk about [INSERT health topic or behavior] with your friends in the next week or so? Explain.
- 57f. Will you bring up the issue of [INSERT health topic or behavior] the next time you visit your healthcare provider? Why or why not?
- 58f. How likely would you be to recommend this CONTENT TYPE] to others?

- 59f. How likely would you be to share this CONTENT TYPE] with others?
- 60f. If you saw this CONTENT TYPE] on social media, how likely would you be to share it?
- 61f. Are you seriously considering [INSERT health behavior] within the next [INSERT timeframe]? SINGLE RESPONSE.
- Yes
 - No
- 62f. Are you planning to [INSERT health behavior] within the next [INSERT timeframe]? SINGLE RESPONSE.
- Yes
 - No
- 63f. How likely or unlikely are you to seriously consider [INSERT health behavior] within the next [INSERT timeframe]?
- Very likely
 - Somewhat likely
 - Not very likely
 - Not at all likely
 - Not sure
- 64f. Overall on a scale from 1 to 10 where 1 is not at all interested and 10 is extremely interested, how interested are you in [INSERT health behavior]? SINGLE RESPONSE
- Not at all interested 1 2 3 4 5 6 7 8 9 10 Extremely interested
- 65f. Overall, on a scale from 0 to 10, where 0 is not at all confident and 10 is extremely confident, how confident are you right now that you can [INSERT health behavior]? SINGLE RESPONSE.
- Not at all confident 1 2 3 4 5 6 7 8 9 10 Extremely confident

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

		Strongly Disagree				Strongly Agree
66f.	I intend to do something about [INSERT health topic or behavior].	1	2	3	4	5
67f.	I plan on looking into [INSERT health topic or behavior].	1	2	3	4	5
68f.	I mean to research [INSERT health topic or behavior].	1	2	3	4	5
69f.	I have thought about taking action to/for [INSERT health topic or behavior].	1	2	3	4	5
70f.	I have considered doing something about [INSERT health topic or behavior].	1	2	3	4	5
71f.	I will do something about [INSERT health topic or behavior].	1	2	3	4	5

a local official about [INSERT health topic or behavior].												
4. Contact a school official about [INSERT health topic or behavior].												
5. Talk to your doctor about ways to [INSERT health topic or behavior].												

78f. After seeing or hearing this [CONTENT TYPE], how likely are you to...?

If selected, this question should be repeated for each piece of content tested. Insert actions into the first column below. We suggest including no more than 5 actions. For example: look for more information, share [CONTENT TYPE] with loved ones, others, etc., talk to my doctor, click on the links provided, take specific prevention behavior/call-to-action.

	Not likely				Very likely	Not sure
[INSERT ACTION A]	1	2	3	4	5	9
[INSERT ACTION B]	1	2	3	4	5	9
[INSERT ACTION ETC.]	1	2	3	4	5	9

Attitudes

On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

		Strongly Disagree				Strongly Agree
79f.	I think that [INSERT health condition/behavior/disease/syndrome/injury/disability] is a critical issue.	1	2	3	4	5
80f.	People should make a strong effort to do something about [INSERT health condition/behavior/disease/syndrome/injury/disability].	1	2	3	4	5
81f.	People that do not do something about [INSERT health condition/behavior/disease/syndrome/injury/disability] are inconsiderate.	1	2	3	4	5
82f.	People who do not care about [INSERT health condition/disease/syndrome/injury/disability] are					

dumb.

83f. I'm going to read you a list of statements. For each one let me know if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

	Strongly Disagree 1	Somewhat disagree 2	Neither agree or disagree 3	Somewhat Agree 4	Strongly Agree 5	DK 88	RF 99
1. [INSERT health topic or behavior] is a problem in my community.							
2. It is important for my community to [INSERT action].							
3. My community should do more to [INSERT action].							

84f. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

		Strongly Disagree					Strongly Agree
1.	The outcome of [INSERT health topic or behavior] directly affects my life.	1	2	3	4	5	
2.	Whether or not people do something about [INSERT health topic or behavior] is important to my life.	1	2	3	4	5	
3.	The outcome of [INSERT health topic or behavior] is relevant to my life.	1	2	3	4	5	
4.	Whether or not others care about [INSERT health topic or behavior] is important to me.	1	2	3	4	5	
5.	The problem of [INSERT health topic or behavior] is against my personal values.	1	2	3	4	5	
6.	People who support [INSERT health topic or behavior] are against all I stand for.	1	2	3	4	5	
7.	If I thought [INSERT health topic or behavior] was not a big deal, my friends would think poorly of me.	1	2	3	4	5	
8.	I am fearful that my circle of friends would think I was dumb for caring about [INSERT health topic or behavior].						
9.	Whether I do something to improve [INSERT health topic or behavior] is central to how I view myself.						
10.	How I handle [INSERT health topic or behavior] is central to my self-						

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11. image.
Handling [INSERT health topic or behavior] actively is an important part of how I see myself.

85f. On a scale from 1 to 5, where 1 indicates that you strongly disagree, and 5 indicates that you strongly agree, please tell me the number which indicates how much you agree or disagree with each statement.

		Strongly Disagree				Strongly Agree
1.	I want to combat [TOPIC].	1	2	3	4	5
2.	I want to have the ability to fight [TOPIC].	1	2	3	4	5
3.	I want to prevent [TOPIC].	1	2	3	4	5
4.	I really don't care about [TOPIC].	1	2	3	4	5