

# Attachment F

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## CDC USABILITY & DIGITAL CONTENT: ACTIVITIES/FOLLOW UP QUESTIONS

### CDC USABILITY:

The list below illustrates activities/tasks or probes/follow-up questions used to meet the goals of a specific usability test. Some questions and/or answer choices below include [ ] to allow tailoring the test to a specific CDC health topic, public health emergency, website, webpage, etc. Participants will answer only a subset of the following activities for various CDC web pages and health topics. Activities and follow-up questions will not exceed 20 minutes per unmoderated test and 40 minutes per moderated test.

### Questions

1. What is your initial impression of this [webpage, website, etc.]?
2. What do you [like best, least] about this [webpage]?
3. What [3] things do you like [best, least] on [this webpage]?
4. What do you not [like] about [this webpage]?
5. What [3] words would you use to describe this [web page, design element, content item, etc.]?
6. How could this [webpage] be improved?
7. If you could make one improvement to this [webpage], what would it be? Why?
8. What is your overall reaction to this [webpage]?
9. What is your overall satisfaction with this [webpage]?
  - a. Who do you think this [webpage is intended for]?
  - b. General Public
  - c. Healthcare Providers
  - d. Public Health Professionals
  - e. [...]
10. What do you think [they would look for on this page]?
11. Is there anything that you think is missing from this [webpage]?
12. What item on this [webpage...]
  - a. grabs your attention first?
  - b. stands out most?
  - c. is the most appealing to you?
  - d. is the most useful to you?
  - e. is more interesting to you?
  - f. do you feel is the most confusing/unclear?
  - g. do you like best?
  - h. do you like least?
  - i. would read first?
  - j. [...]
13. What do you think about ...?

- a. this page
  - b. this module style
  - c. this page element
  - d. this paragraph of content
  - e. this heading
  - f. this section
  - g. this callout box
  - h. these options
  - i. [...]
14. Did you notice...?
- a. this page
  - b. this module style
  - c. this page element
  - d. this paragraph of content
  - e. this heading
  - f. this section
  - g. this callout box
  - h. these options
  - i. [...]
15. What [information about health topic] is [most useful to you]?
16. What [information about health topic] is [not useful to you]?
17. Have you searched for [health topic] in the past? If yes, what did you look for?
18. Do you remember which [website] you used to [find answers to your questions about health topic]?
- Why did you choose these [websites]?
  - What about these [websites] did you like?
  - What about these [websites] did you not like?
  - Was it easy to find [answers on these websites]?
19. Have you ever [visited CDC.gov] to find [information about health topic]?
- If yes, [what do you remember about your visit]?
  - If not, [why not]?
20. When you look for [health topic], what is [most important] to you?
21. Would you use this [webpage]? When? Why or why not?
22. When would you use this [health information]?
23. How would you find [health topic] on this [website]?
24. Where would you go to find [health topic]?
25. Please use [website] to find information on [health topic].
26. How would you group [health information] on this [website].
27. Which [section] of the [website] would you expect to find [health information] in?
28. On this page where would you expect to find [health information, definitions, more information, tooltips, etc.]?
29. Please click on the first thing that catches your eye on this [webpage].
30. Please click on the item/area of [webpage] that you like best.
31. Please take a look at these [two webpages]. Which do you prefer? Why?
32. You are looking for [health topic]. Where would you go to find this [health information]?
33. You would like to [learn more about health topic]. How would you find this [health information]?
34. Where would someone concerned about [health topic] find [answers on the website]?
35. You arrived on this [webpage] from a Google search. How would you find [health topic]?
36. Which of these [two webpages, visualizations, designs...]
- do you prefer?
  - is more appealing to you?
  - is easier to use?
  - is easier to read?
  - is easier to understand?
  - has a better [visual display]?
  - is easier to scan quickly?
  - do you like best?

- o do you like least?
  - o [...]
37. Why do you prefer that [webpage design]?
38. Was there anything you struggled with [today when looking for health topic]?
39. How would you rate your level of satisfaction [with this web page]?
- o Response options may include:
    - Satisfied Somewhat Satisfied, Neither Satisfied nor Dissatisfied, Somewhat Dissatisfied, Dissatisfied
    - Very Satisfied, Satisfied, Neutral, Unsatisfied, Very Unsatisfied
    - Satisfied, Neutral, Dissatisfied
40. How easy is it to understand the data represented in this [visualization/design]?
- o Response options may include:
    - Very easy, Somewhat easy, Somewhat hard, Very hard
41. Please rate
- o How satisfied you are with this [webpage, design element, or content item, etc.].
  - o The ease of use of this [webpage].
  - o The 'look and feel' (i.e., colors, images, fonts, etc.) of this [webpage].
  - o If the content on this page was easy to understand.
  - o The appeal of this [webpage].
  - o [...]
  - o Response options may include:
    - Excellent, Great, Ok, Bad, Very Poor
    - Excellent, Good, Average, Poor, Very Poor
    - Excellent, Good, Poor
    - Very Good, Good, Fair, Poor, Very Poor
    - Good, Fair, Poor
42. How well do you agree with the following statement(s)?
- o [This webpage, design element, or content item, etc. is...]
    - Appealing
    - Useful Content
    - Credible
    - Friendly
    - Easy to Use
    - Easy to Read/Scan
    - [...]
  - o Response options may include:
    - Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree
    - Agree, Neutral, Disagree
43. Why did you choose [this rating]?
44. How would you describe [this web page, design element, or content item, etc.]?
45. What could be done to improve your satisfaction [with this website]?
46. What do you think about the [health information on this webpage]?
47. What are your thoughts on [the way this health information is presented to you]?
48. How could the [content on this webpage] be improved?
49. What is the one thing that stands out to you most [about this content]?
50. What is the main takeaway or key point [that you took from this content]?
51. What is the most important takeaway [from this webpage]?
52. How does this compare to the way that [information] is presented on other websites?
53. What did you learn about [health topic] that you didn't know before?
54. What do you think about [this webpage], what do you think [this information] is telling you?
- o Key message
  - o Feature
  - o On this page
  - o Multi-page module
  - o Image / Icon
  - o [...]

55. What do you think about the [length] of this webpage?
  - [Too long]
  - [Just Right]
  - [Too short]
56. Would you read [this entire webpage of content]? Why or why not?
57. What do you think about the [headings, bulleted lists, content, images, etc.] on this page?
58. What words do you use to describe [webpage]? Of these terms, which were the most important?
59. When making a [safety or community health decision], what are the [most important pieces of information]?
60. What [health information] is missing?
61. Did you find [what you expected and needed about health topic]?
62. Did you understand the [health information]?
63. Do you know [what to do next to understand health topic]?
64. What problems [did you have finding health information]?
65. Was your experience [hard or easy finding health information]?
66. Please review [these paragraphs, images, headers, etc.]. Which [paragraphs, images, headers, etc.] are
  - Easy to understand
  - Easy to read
  - Easy to scan
  - Appealing to you
  - Useful to you
  - [...]

# CDC DIGITAL CONTENT:

The list below illustrates activities/tasks or probes/follow-up questions used to meet the goals of a specific digital content test. Some questions and/or answer choices below include [ ] to allow tailoring the test to a specific CDC health topic, public health emergency, website, webpage, etc. Participants will answer only a subset of the following activities for various CDC web pages and health topics. Activities and follow-up questions will not exceed 30 minutes per unmoderated test and 60 minutes per moderated test.

## ■ Introductory Questions

### A. Introductory Questions

- 1c. Have you ever looked for health information from any source?
  - Yes
  - No
  
- 2c. When you looked for health information, where did you go?
  - Books
  - Brochures, pamphlets, etc.
  - Organization
  - Family
  - Friend/Co-Worker
  - Health care provider
  - Internet
  - Library
  - Magazines
  - Telephone information number (1-800-Number)
  - Complementary or alternative practitioner
  - Other: \_\_\_\_\_
  - Do not look or go anywhere
  
- 3c. The most recent time you looked for information was it for
  - Yourself

- Someone else you care for or take care of, such as a spouse/partner, child, parent, relative, or friend
- Both?

4c. In general, how much would you trust information about health or medical topics from a doctor or health care professional? Would you say a lot, some, a little, or not at all?

- A lot
- Some
- A little
- Not at all

5c. In general, how much would you trust information about health or medical topics? Would you say a lot, some, a little, or not at all?

- How about from family and friends?
- How about in newspapers or magazines?
- How about on the radio?
- How about on the Internet?
- How about on television?
- How about from charitable organizations?
- How about religious organizations and leaders?
- How about from government health agencies?

6c. In general, how much would you trust information about health or medical topics? Would you say a lot, some, a little, or not at all? GRID FORMAT, ROTATE A-D.

	A lot	Some	A little	Not at all
	1	2	3	4
A. Family and friends				
B. Charitable organizations				
C. Religious organizations and leaders				
D. Government health agencies				

- 7c. Think about the most recent time you looked up information on [INSERT health topic or behavior] from any source. About how long ago was that?
- Days ago
  - Weeks ago
  - Months ago
  - Years ago
  - Never
- 8c. What type of information were you looking for in your most recent search?
- Organizations that focus on the [INSERT health condition/disease/syndrome/injury/disability]
  - Causes or risk factors for [INSERT health condition/disease/syndrome/injury/disability]
  - Coping or dealing with [INSERT health condition/disease/syndrome/injury/disability]
  - Diagnosis of [INSERT health condition/disease/syndrome/injury/disability]
  - Information on [INSERT health condition/disease/syndrome/injury/disability]
  - Paying for medical care/insurance
  - Prognosis/recovery from [INSERT health condition/disease/syndrome/injury/disability]
  - Screening/testing/early detection of [INSERT health condition/disease/syndrome/injury/disability]
  - Symptoms of [INSERT health condition/disease/syndrome/injury/disability]
  - Treatment/cures for [INSERT health condition/disease/syndrome/injury/disability]
  - Where to get medical care for [INSERT health condition/disease/syndrome/injury/disability]
  - Information on complementary alternative or unconventional treatments for [INSERT health condition/disease/syndrome/injury/disability]
  - Other: \_\_\_\_\_

9c. What type of information were you looking for in your most recent search? *Please check all that apply.*  
MULTIPLE MENTION, ROTATE 1-4.

1. Information on [INSERT health topic/behavior/condition/disease/syndrome/injury/disability]
2. Help for [INSERT health condition/disease/syndrome/injury/disability]
3. Where to get medical care for [INSERT health condition/disease/syndrome/injury/disability]
4. Medication for [INSERT health condition/disease/syndrome/injury/disability]
5. Information on complementary alternative or unconventional treatments for [INSERT health condition/disease/syndrome/injury/disability]
6. Other (Please specify):\_\_\_\_\_

The next few questions are about various ways you might get health information.

10c. Some newspapers or general magazines publish a special section that focuses on health. In the past 12 months, have you read health sections of the newspaper or of a general magazine?

- Yes
- No

11c. Some local television and radio news programs include special segments of the newscasts that focus on health issues. In the past 12 months, have you watched or listened to health segments on the local news?

- Yes
- No

12c. Some people notice information about health on the Internet, even when they are not trying to find out about a health concern they have or someone in the family may have. Have you read such health information on the Internet in the past 12 months?

- Yes
- No

13c. Here are some ways people use the Internet for health information. Some people have done these things, but other people have not. In the past 12 months, have you done the following things while using the Internet?

- Bought medicine or vitamins on-line?
- Participated in an on-line support group for people with a similar health or medical issue?
- Used Email or the Internet to communicate with a doctor or a doctor's office?
- Used a Web site to help you with your diet, weight, or physical activity?
- Looked for a healthcare provider?
- Downloaded information to a portable device, such as an iPod, cell phone, or PDA?
- Visited a "social networking" site, such as "My Space" or "Facebook"?
- Wrote in an online diary or "blog" (i.e., Web log)?
- Kept track of personal health information, such as care received, test results, or upcoming medical appointments?
- Listened to a pod or web cast about health information?

- 14c. About how often do you use the Internet?
- Several times a day
  - About once a day
  - 3-5 days a week
  - 1-2 days a week
  - Every few weeks
  - Less often
  - Never
  - Don't know/refused
- 15c. As I read the following list of items, please tell me if you, personally, happen to have each one, or not.
- A desktop computer
  - A laptop computer
  - A cell phone
  - A personal digital device, like a Sidekick, Palm Pilot or Blackberry
  - An iPod or other MP3 player
- 16c. Have you heard about [INSERT health topic/campaign]?
- 17c. What can you tell me about [INSERT health topic/campaign]?

## ■ Core Questions

### B. Core Questions

#### Comprehension

- 1d. What is the main idea that this message is trying to get across, in your own words? 2d. How well do you think the main ideas come across?
- 3d. Is it trying to get people to do something?
- What action would the message prompt you to take?
- 4d. Were there any words that were unusual or unfamiliar?
- 5d. What other words can be used in their place? What would you say is the main idea or ideas they are trying to convey here?
- 6d. Is there anything confusing, unclear, or hard to understand?

#### Impressions

- 7d. How would you sum up in just a few words your first impression of this message? Do you like it? Not like it? What makes you say that?
- 8d. What feelings do you have in reaction to this message? Anything positive? Anything negative? 9d. Was your reaction to this positive or negative?
- What positive images do you associate with “[INSERT message/phrase]”?
  - What negative images do you associate with “[INSERT message/phrase]”?
- 10d. Is this an appealing message?
- What makes the message appealing or unappealing?
- 11d. How does it make you feel?
- 12d. Was this a new idea or something that you’ve heard before?
- 13d. Do you strongly agree with any part of this message? If so, what? 14d. Do you strongly disagree with anything in this message? If so, what? 15d. Is this message believable or not? Why or why not?

- 16d. Is this message believable? GRID FORMAT, ROTATE LIST AS RELEVANT. (MESSAGES TO BE INSERTED BASED ON SPOTS.
- Yes
  - No
- A. INSERT message 1 from Ad  
 B. INSERT message 2 from Ad  
 C. INSERT message 3 from Ad  
 D. INSERT message 4 from Ad
- 17d. What additional information would you need in order to more strongly believe this message? 18d.
- Are any of the five advertisements memorable?
- Yes
  - No
- 19d. Please rank these five advertisements by placing a 1 by the ad you felt was the most memorable, a 2 by your second-most memorable, etc. RANKING QUESTION UP TO TOP 5, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 5. ROTATE 1-5.
1. PICTURE/DESCRIPTION OF FIRST SPOT VIEWED
  2. PICTURE/DESCRIPTION OF SECOND SPOT VIEWED
  3. PICTURE/DESCRIPTION OF THIRD SPOT VIEWED
  4. PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED
  5. PICTURE/DESCRIPTION OF FIFTH SPOT VIEWED
- 20d. Do you think you will talk about any of these ads with others?
- Yes
  - No
- 21d. Please rank these five advertisements by placing a 1 by the ad you felt you are more likely to talk about with others, a 2 by your second-most likely to talk about, etc. RANKING QUESTION UP TO TOP 5, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 5. ROTATE 1-5.
1. PICTURE/DESCRIPTION OF FIRST SPOT VIEWED
  2. PICTURE/DESCRIPTION OF SECOND SPOT VIEWED
  3. PICTURE/DESCRIPTION OF THIRD SPOT VIEWED
  4. PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED
  5. PICTURE/DESCRIPTION OF FIFTH SPOT VIEWED
- 22d. Did you think any of these ads was effective to motivate you or someone else to [INSERT health behavior/message/phrase]?
- Yes
  - No
- 23d. Please rank these five advertisements by placing a 1 by the ad you felt was the most effective in motivating you or someone else to [INSERT health behavior/message/phrase], a 2 by the second-most effective in motivating you to [INSERT health behavior/message/phrase], etc. RANKING QUESTION UP TO TOP 5, FORCE EXACTLY ONE RESPONSE FOR EACH OF 1 THROUGH 5. ROTATE 1-5.
1. PICTURE/DESCRIPTION OF FIRST SPOT VIEWED
  2. PICTURE/DESCRIPTION OF SECOND SPOT VIEWED
  3. PICTURE/DESCRIPTION OF THIRD SPOT VIEWED
  4. PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED
  5. PICTURE/DESCRIPTION OF FIFTH SPOT VIEWED

## Audience and Personal Relevance

- 24d. Who would you say they are trying to reach?
- Does it seem like this message is talking to you, and people like you? Or someone else?
  - What in the message suggested it was talking to you and people like you or someone else?
- 25d. Who would you say they are trying to reach? *Please check all that apply.*
1. You
  2. People like you
  3. Someone else
  4. None of these
- 26d. Do you see yourself doing this...or something like it? Why/why not? 27d.  
Who do you believe would benefit most from [INSERT health behavior]?

## Content and Wording

- 28d. Do you like the way it is written? [Probe: tone, language/style, etc.] Is it easy to read? 29d.  
Is there anything you want to know that this item does not tell you?
- 30d. If you saw or heard this message, would it get your attention? Why or why not?
- 31d. Are there any words or phrases here that you think are especially attention-getting or appealing?
- 32d. Are there any words or phrases that bother you or that you think should be said differently? 33d.  
How could this message be improved?
- 34d. Is there a way to say this differently that would make you personally more likely to notice and think about the message?
- 35d. Thinking back to the information they are trying to convey, is there anything else you would add?
- 36d. [Underline/circle/highlight/cross out] phrases, sentences or images that you think are [important/confusing/unclear/inappropriate/offensive/should be deleted].  
What did you indicate as [important/confusing/unclear/inappropriate/offensive/to be deleted]?
- 37d. How much of the [INSERT item] would you read? Please choose all that apply.  
**[Screen shows the responses below]**
- I would only read the headline
  - I would only look at the image/s
  - I would only read the headline and look at the image/s
  - I would read the whole thing
  - I wouldn't read any of it

## Efficacy

- 38d. Which actions, if any, sound doable to you? Why?
- 39d. How feasible is it that you would try to do this? Please explain.

- 40d. Would you consider doing this behavior?
- 41d. What makes it hard to do this?
- 42d. Who in your household would be against trying this? Why? 43d.  
Which descriptions, if any, sound do-able? Why? Why not?
- 44d. Which of these options would be the easiest to incorporate into your life? What makes that option the easiest?
- 45d. What do you think of this idea?
- 46d. How appealing is it to you as a way to control [INSERT health topic or behavior]? 47d.  
Do you think it could work in your home? Why or why not?
- 48d. Would you consider doing this at home?
- 49d. How would you try it out in your home?
- 50d. How feasible would this be to try at home? Explain. 51d.  
What would make this easier for you to do?
- 52d. How would you try this at work or when out of your home? 53d.  
Which of these would be most effective in your workplace?
- 54d. How easy are these guidelines for you to follow and understand?
- 55d. What, if anything, makes it difficult to follow? How might this be presented in an easier way? 56d.  
What are the good things about trying this tactic?
- 57d. What makes it hard to do this?
- 58d. Who in your household would be against trying this? Why?
- 59d. I'm going to pass around a sheet that gives you some descriptions for [INSERT health topic or behavior]. 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, 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 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?

## Placement

- 60d. Do you like the idea of having material to take with you into a doctor's appointment or to take home?
- 61d. Do you think you would take information with you, or leave it in the waiting room? Why? 62d. Does this affect your likelihood to read the information? How?
- 63d. Does it affect your likelihood to ask your doctor? How?
- 64d. Where would you expect to see it?
- 65d. Where would it need to be so that you would pay attention to it? 66d. How do you prefer to see health information presented?
- 67d. In what form (probe: posters, brochures, fliers)? 68d. What kinds of promotional items would you use?

## Channels

- 69d. Where do you get your information about [INSERT health topic or behavior]?
- Probe for sources such as media, family, friends, church
- 70d. Has your doctor talked with you about [INSERT health topic or behavior]?
- What did he/she tell you?
- 71d. What are some of the ways you have gotten information about [INSERT health topic or behavior] prior to today? [Probe: role of media, word-of-mouth, other.]
- 72d. Is [INSERT health topic or behavior] a topic on which you seek out information? If so, how?
- What type of information are you seeking?
  - Where might you seek out information?
  - Where would you turn first for information?
- 73d. How often, if at all, do you pick up information about [INSERT health topic or behavior]?
- What are the sources of this information?
- 74d. When it comes to [INSERT health topic or behavior], are there any organizations that you would really trust as a reliable source of information?
- 75d. What makes them a trusted source of [INSERT health topic or behavior] information?
- 76d. What do you think [INSERT organization name] needs to know about your community? How would you want them to be involved in your community? Do you see ways of partnering with them? How would you like to receive the information?

- 77d. How do you usually learn about environmental issues? Who or what is your main source of trusted information about community issues? Is there adequate information out there? How do these sources compare to [INSERT organization name]?
- 78d. How would you rank your level of knowledge and understanding of information you have received from [INSERT organization name]?
- 5: knowledge is extensive
  - 4: above average
  - 3: average
  - 2: have some knowledge
  - 1: no knowledge
- 79d. How could this information be conveyed more effectively?
- 80d. What types of information would you like to receive regarding [INSERT health topic or behavior]? What would be the most effective way or format to provide this information? (Probes: Video? Educational pamphlets? Community/public meetings? Internet?)
- 81d. What are some places where you might notice messages like these?
- 82d. Are there some places in particular that you would be most likely to notice and pay attention to these messages?

### **Sources of Information**

- 83d. If you are trying to put together a group of people in your community to deal with [INSERT health topic or behavior] in a comprehensive fashion, who are the people you want at the table?
- Probe: Community based organizations, health care practitioners, and policy makers
  - Probe: Religious leaders/faith based organizations
  - Probe: What is it about these people that make you want them there?
  - Probe: Once you get these people in the room, what is the conversation going to sound like?
- 84d. What topics do you want to cover? What will be the outcome of this conversation, what kinds of things are going to happen as a result?
- 85d. Who wrote or produced this item?
- 86d. Have you heard of them before?
- 87d. Are they a good source of information?
- 88d. Are they believable?
- 89d. Do they seem trustworthy?
- 90d. How do you feel about CDC as the source of this information?

### **Spokepeople/Sponsor**

- 91d. Who do you think would be a good spokesperson to use to convince you and your friends to [INSERT health topic or behavior]?
- 92d. Who would have the ability to influence you?
- Would it be a physician, celebrity, religious or spiritual leader, or someone like you?

- 93d. If you were trying to make up your mind about [INSERT health topic or behavior], who would influence you?
- 94d. If you were trying to influence a friend to [INSERT health topic or behavior], what would you say?
- Probe for benefits and ways to overcome barriers 95d.
- Have you ever heard of [INSERT organization name]?
- 96d. What is [INSERT organization name]? Where did you learn about [INSERT organization name]?
- 97d. What could [INSERT organization name] do to make you feel better about the health risks in your community?
- 98d. Do any companies or organizations say something like this now? Which ones?
- 99d. What impact does [INSERT organization name] have on your community? On you and your friends and family's lives? What kind of impact should it have?
- 100d. What do you think about the work of [INSERT organization name]? Why?
- 101d. Have you ever heard of an organization called the Centers for Disease Control and Prevention or CDC?
- 102d. What if the CDC was to say something like this? Would that change the way you look at these statements? Would it make any of them more or less believable? More or less appealing? Motivating?
- 103d. What if the CDC and [INSERT partner name] said something like this? Would that change the way you look at these statements? Would it make any of them more or less believable? More or less appealing? Motivating?

### **Comparison of Concepts/Messages/Materials**

- 104d. Do you think one is more appealing than the others? Which? Why/why not?
- 105d. 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 (or someone else you care for or take care of, such as a spouse/partner, child, parent, relative, or friend)?
- 106d. Now that you've seen all of these concepts, which one catches your attention the most? 107d.
- Now that you've seen all of these ads, rank which one catches your attention the most by placing a 1 by the ad you liked the most, a 2 by your (NEXT) favorite, etc. SINGLE RESPONSE. SCREEN CAPTURES FROM THE ADS WILL BE INSERTED FOR VISUAL RECALL OF THE ADS.
1. PICTURE/DESCRIPTION OF FIRST SPOT VIEWED
  2. PICTURE/DESCRIPTION OF SECOND SPOT VIEWED
  3. PICTURE/DESCRIPTION OF THIRD SPOT VIEWED
  4. PICTURE/DESCRIPTION OF FOURTH SPOT VIEWED
  5. PICTURE/DESCRIPTION OF FIFTH SPOT VIEWED
- 108d. Looking over all of the different messages we have discussed, which two or three are the most effective?
- Probe: What makes it most effective?

- 109d. Looking over all of the different messages, which two or three are the most effective? INSERT LIST OF MESSAGES VIEWED IN THE 5 SPOTS. MULTIPLE MENTION. *Please check up to three.*
- 110d. Which one was most inspiring or motivating for you personally?
- 111d. Which one is most believable?
- 112d. Now, looking at just the top two or three messages, which one message is the most important to you to help you [INSERT health topic or behavior] and that you have the greatest likelihood of doing?
- 113d. What makes this message most effective?
- 114d. What about this particular one is most engaging?
- 115d. What item is least effective?
- 116d. Which of these is the worst? Why? What, specifically, do you dislike about it? What do you mean by “worst?” What criteria did you use?
- Least likely to attract attention?
  - Least likely to read?
  - Least likely to act upon?
- 117d. Did any of the concepts not motivate you at all? Why not?
- 118d. Did any of the concepts turn you off? What was it about the statement/s that turned you off? 119d. Would any of the statements make you feel opposed [INSERT health topic or behavior]?
- 120d. What could be changed to make it more effective?
- 121d. What information would most motivate you to ask your doctor about [INSERT health topic or behavior]?
- 122d. What is the most motivational format for this information?

## Campaign Awareness

- 123d. In the past month, do you remember seeing, hearing, or reading any TV, radio, newspaper, or online advertising about a [INSERT program, campaign, or web site description]?
- Yes
  - No
  - Don’t Know/Not Sure
  - Refused
- 124d. What can you tell me about this/these [INSERT format]? Please describe for me anything specific you saw, heard, or read in the [INSERT format].
- What was the [INSERT format] about?
  - What was the name of the program mentioned in the [INSERT format]? Is there anything else you can recall?
- [**Probe** for specifics/details they remember, for example who, if anyone, appeared in the message.]

- 125d. In general, are you aware of [INSERT description of program, campaign, or web site]?
- Yes
  - No
  - Don't Know/Not Sure
  - Refused
- 126d. What is the name of the [INSERT description of program, campaign, or web site] (Probe: Any others?)
- 127d. Now, I am going to describe an ad you may or may not have seen on TV. You may or may not have seen the following ad because it is NOT running in all parts of the country. But in the past month, have you happened to have seen an ad that shows [INSERT ad description].
- Yes
  - No
  - Don't Know/Not Sure
  - Refused
- 128d. On a scale from 1 to 10 where 1 is *not at all appealing* and 10 is *extremely appealing*, how would you rate this [INSERT type of communication, e.g., ad]?

	Not at All Appealing 1	2	3	4	5	6	7	8	9	Extremely Appealing 10	D K 88	R F 99
How would you rate this [INSERT type of communication, e.g., ad]?												

- 129d. Now I'm going to read a list of a few [INSERT type of communication, e.g., website, slogan, or program] names you may or may not have heard about. Which of the following [INSERT type of communication, e.g., website, slogan, or program] have you heard about? [REPEAT as necessary for other types of communication]
- Yes
  - No
  - Don't Know/Not Sure
  - Refused

### Questions for Parents/ Children

- 130d. How does this concept fit relative to your everyday challenges raising your teen (or child) with [INSERT health topic or behavior]?
- Probe: Dealing with teachers/administrators and academic obstacles?
- 131d. What do parents need to know about being effective advocates for their children?
- 132d. In the context of this concept, how would you complete the following sentence, "As a parent raising a teen (or a child or baby) with [INSERT health topic or behavior], be prepared for \_\_\_\_\_."
- 133d. What challenges do you face for which you would like to receive tips from other parents? 134d.  
What coping strategies have you learned from other parents?
- 135d. If you had three key pieces of advice for other parents, what would they be?

- 136d. How relevant is this concept for parents of teens (or children) who [INSERT health topic or behavior]?
- 137d. How does this concept fit relative to giving teens (or children) greater independence and responsibility?
- 138d. What are your concerns with maintaining your teen's (or child or baby's) safety while giving him/her room to self-manage his/her [INSERT health topic or behavior] and be more independent?
- 139d. How does providing your teen (or your child) with greater independence affect your family?
- Probe: Does it increase or decrease family stress?
- 140d. What are the most important lessons that you have learned with regard to your teen's (or your child's) independence?
- 141d. If you could give other parents advice about giving teens (or children) more independence, what would you say?
- 142d. What have your teens (or children) told you about managing their [INSERT health topic or behavior] that has been helpful?
- 143d. What have your teens (or your children) said to you about managing their [INSERT health topic or behavior] that has been difficult for you to hear?
- 144d. What have you heard from your teen (or your child) concerning/ facing typical teen (or child) challenges?
- 145d. What have you learned from your teen (or your child) about disclosing their [INSERT health topic or behavior] amid the stigma surrounding [INSERT health topic or behavior]?
- 146d. What topics would you like to hear more about from your teen (or child)?
- 147d. What resources do parents need when they feel alone and unsupported in raising their teens? 148d. How important is it to stay connected to other parents of teens (or children) with [INSERT health topic or behavior]?

### Questions about Pandemic Influenza

- 149d. What is influenza pandemic?
- 150d. What are the chances there will be an influenza pandemic? 151d. Is the United States prepared for an influenza pandemic?
- 152d. Why are public health officials worried about an influenza pandemic?
- 153d. Will the measures people were told to take during the flu vaccine shortage in 2004-05 protect people from pandemic influenza (e.g. hand washing, covering your mouth when you cough)?
- 154d. If pandemic influenza comes into the United States, who is likely to get it first? 155d. What should people do in the event of an influenza pandemic?
- 156d. Can a vaccine be made to protect against pandemic influenza?
- 157d. How long will it take to make enough pandemic influenza vaccine for everyone?

- 158d. Who decides who will get vaccine first and how will they decide?
- 159d. Are there available medicines that can prevent or treat influenza if a pandemic breaks out?  
How effective are they?
- 160d. What numbers of people (by age, medical condition, and socioeconomic class) are likely to get influenza in a pandemic? How many will die? What are your assumptions?
- 161d. Who will get pandemic influenza vaccine if there is not enough for everyone?
- 162d. Why aren't young children and critical service workers higher on the list of priority groups for pandemic influenza vaccination?

## ■ Activity/Task Questions

### C. Activity/Task Questions

#### Testing Images/ Visuals/ Illustrations

- 1e. Looking at the image, would you say it fits in with what they are trying to convey?
- 2e. What is the main message of this illustration? What does it tell you?
- 3e. Picturing this image on a poster, brochure, print ad, or other material, how likely is it that an image like this will help draw your attention and curiosity - that's you personally, no one else.
- 4e. For you, are there other images that might convey this idea better?
- 5e. How do you feel about the images used in this concept? Are they helpful/engaging? Why/why not?
- 6e. What is your general reaction to the way these look?
- 7e. How appealing is this image to you personally?
- 8e. How do you feel about the colors and graphics? What do you like/dislike about them?
- 9e. Would it catch your attention if you saw it somewhere?
- 10e. Would you take the brochure (print ad, etc.) to view the additional information? Why/why not? Is there anything that you would say should be changed about the way this looks that would help make someone like you think about this after you've looked at it?
- 11e. Are there things about the pictures that you think are particularly ATTENTION-GETTING? APPEALING?
- 12e. Are there things about the pictures that BOTHER you in any way?
- 13e. What makes it stand out?
- 14e. Are you able to see the headline and text easily?
- 15e. What do you think about the type?
- 16e. Is it easy or difficult to read? [Probe: Font too big? Too small? Too dense?]
- 17e. Is the color appropriate?
- 18e. What do you think about the length of the piece?

#### Testing Logos

- 19e. If you had to give this image a grade, like in school, where "A" is the best and "F" is a failing grade, what grade would you give this logo as a choice for a health education campaign?

- 20e. Would you think of having the logo of a governmental organization, such as the Centers for Disease Control and Prevention or CDC, on them? Have you ever heard of the CDC?
- 21e. What would you think of having the logo of the [INSERT organization name] on these concepts?
- 22e. How about having the logo of a charitable organization such as [INSERT organization name] on these concepts?
- 23e. Of all these different sponsors we've discussed, to you, which would be best to put on materials?
- 24e. Which would make the information most believable?
- 25e. Which would make the information most motivating?

### Testing Media Messages

*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 this advertisement.*

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
26e.	Overall, I liked this ad	1	2	3	4	5
27e.	I liked the people in this ad	1	2	3	4	5
28e.	I liked the voices in this ad	1	2	3	4	5
29e.	This ad was easy to listen to (to read)	1	2	3	4	5
30e.	I learned something new by listening (by reading) this ad	1	2	3	4	5
31e.	I was interested in listening to (reading) this ad	1	2	3	4	5
32e.	This ad was made (written) for a person like me	1	2	3	4	5
33e.	This ad was easy to understand	1	2	3	4	5
34e.	I liked the sound effects in this ad	1	2	3	4	5
35e.	I would look at (read) this ad if I saw it	1	2	3	4	5
36e.	I am interested in this ad's topic	1	2	3	4	5
37e.	I like the way this ad looks	1	2	3	4	5
38e.	I liked the colors in this ad	1	2	3	4	5
39e.	I trust the information in this ad	1	2	3	4	5
40e.	I can do what this ad suggests	1	2	3	4	5
41e.	I will do what this ad suggests	1	2	3	4	5
42e.	I trust the information in this ad	1	2	3	4	5

- 43e. What other comments would you like to make about this ad?
- 44e. What was the main message of this ad?
- 45e. Is there anything you especially liked about this ad?
- 46e. Is there anything you would change about this ad?
- 47e. Where would you want to see an ad such as this one?

### Testing Brochures/ Booklets

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
48e.	I would pick up this brochure if I saw it	1	2	3	4	5
49e.	I would read this brochure if I saw it	1	2	3	4	5
50e.	I am interested in this brochure's topic	1	2	3	4	5
51e.	I like the way this brochure looks	1	2	3	4	5

*Second look (after reading). 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.*

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
52e.	Overall, I liked this brochure	1	2	3	4	5
53e.	I liked the pictures in this brochure	1	2	3	4	5
54e.	This brochure was easy to read	1	2	3	4	5
55e.	I learned something new by reading this	1	2	3	4	5
56e.	I was interested in reading this	1	2	3	4	5
57e.	This was written for women/men/adolescents/children like me	1	2	3	4	5
58e.	This brochure was easy to understand	1	2	3	4	5
59e.	I liked the colors in this brochure	1	2	3	4	5
60e.	I trust the information in this brochure	1	2	3	4	5
61e.	I can do what this brochure suggests	1	2	3	4	5
62e.	I will do what this brochure suggests	1	2	3	4	5

- 63e. What other comments would you like to make about this brochure?
- 64e. What was the main message of this brochure?
- 65e. Is there anything you especially liked about this brochure? 66e.  
Is there anything you would change about this brochure? 67e.  
Where would you want to see a brochure such as this one?

Please indicate how much you agree or disagree with the following statements about the health messaging included in the (INSERT format - print ad, brochure, video, etc.).

*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.*

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
68e.	This [INSERT format] was convincing.	1	2	3	4	5
69e.	This [INSERT format] said something important to me.	1	2	3	4	5
70e.	I liked this [INSERT format] overall.	1	2	3	4	5
71e.	This [INSERT format] grabbed my attention.	1	2	3	4	5
72e.	This [INSERT format] told me something I didn't already know.	1	2	3	4	5
73e.	This [INSERT format] gave me good reasons to get a test for (INSERT health condition/disease/syndrome/injury/disability)	1	2	3	4	5
74e.	This [INSERT format] was confusing.	1	2	3	4	5
75e.	This [INSERT format] spoke to me.	1	2	3	4	5
76e.	I do not like this [INSERT format].	1	2	3	4	5

### **Persuasiveness**

First, please rate the persuasiveness of the [INSERT format – print ad, video, etc.] you just saw. Be honest, how persuasive was it?

*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.*

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
77e.	The message that I saw about [INSERT health condition/behavior/disease/syndrome/injury/ disability] was compelling.	1	2	3	4	5
78e.	The message about [INSERT health condition/behavior/ disease/syndrome/injury/disability] was persuasive.	1	2	3	4	5
79e.	The message was dumb.	1	2	3	4	5
80e.	The message was weak.	1	2	3	4	5

## ■ Follow-Up Questions

### D. Follow-Up Questions

- 1f. Does this message make you want to do anything?
  - Does this motivate you to take action?
  - Would this make you interested in finding out about [INSERT health topic or behavior] in your community?
- 2f. Would it make you think more about the importance of [INSERT health topic or behavior]?
- 3f. Would it make you concerned about increasing [INSERT health topic or behavior]?
- 4f. Would it make you want to [INSERT health topic or behavior]?
- 5f. Would it make you likely to do something about increasing [INSERT health topic or behavior]?
  - What about the message makes you more or less likely to [INSERT health topic or behavior]?
- 6f. Would you change anything about your current routine after seeing this?
- 7f. Do you plan to [INSERT health topic or behavior]?
- 8f. 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]?
- 9f. Were there any tips on here that you would not follow or comply with? Explain.
- 10f. Is there anything that could be changed to make it more likely you would be motivated to [INSERT health topic or behavior]?
- 11f. 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?
- 12f. How likely would you be to talk about [INSERT health topic or behavior] with your family in the next week or so?
- 13f. How likely would you be to talk about [INSERT health topic or behavior] with your friends in the next week or so?
- 14f. Will you bring up the issue of [INSERT health topic or behavior] the next time you visit your healthcare provider?

### Behavioral Intentions

- 15f. Are you seriously considering [INSERT health behavior] within the next 6 months? SINGLE RESPONSE.
  - Yes
  - No

- 16f. Are you planning to [INSERT health behavior] within the next 30 days? SINGLE RESPONSE.
- Yes
  - No
- 17f. 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.
- 1    Not at all interested 2  
3  
4  
5  
6  
7  
8  
9  
10    Extremely interested
- 18f. 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.
- 0    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.*

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
19f.	I intend to do something about [INSERT health topic or behavior].	1	2	3	4	5
20f.	I plan on looking into [INSERT health topic or behavior].	1	2	3	4	5
21f.	I mean to research [INSERT health topic or behavior].	1	2	3	4	5
22f.	I have thought about taking action to/for [INSERT health topic or behavior].	1	2	3	4	5
23f.	I have considered doing something about [INSERT health topic or behavior].	1	2	3	4	5
24f.	I will do something about [INSERT health topic or behavior].	1	2	3	4	5
25f.	I am taking action to/for [INSERT health topic or behavior] right now.	1	2	3	4	5

26f. *If a score of 3 or less is entered for Statements 19f – 25f:*

Please indicate why you disagree with the earlier statement, [INSERT statement from 19f – 25f]. (Check all the reasons that apply)

- I don't think it's important
- I don't have time
- I don't have a way to pay for it
- I'm afraid [of/to INSERT action]
- I don't have a health care provider
- I would be embarrassed
- I don't trust [INSERT item]
- I don't want anyone to suspect I'm [INSERT action]
- I wouldn't know where to go [INSERT action]
- I don't know how to [INSERT action]
- I don't want my partner to find out
- I'm not at risk for [INSERT DISEASE] (*if this response is selected, provide "because" options*)
  - Because I'm in a monogamous relationship
  - Because I'm not currently sexually active
  - Because I use protection
  - Because I'm careful about my partners
- Other: \_\_\_\_\_

27f. After watching these ads, how likely are you to talk about [INSERT health topic or behavior] with your family in the next week or so?

28f. After watching these ads, how likely are you to talk about [INSERT health topic or behavior] with your friends in the next week or so?

29f. After watching these ads, will you bring up [INSERT health topic or behavior] the next time you visit your healthcare provider?

- Yes
- No

30f. Thinking about the next 6 months, on a scale from 1 to 10, where 1 is *not at all likely* and 10 is *extremely likely*, how likely are you to.....?

	Not at All Likely 1	2	3	4	5	6	7	8	9	Extremely Likely 10	D K 88	RF 99
1. Look for more information on [INSERT health topic or behavior].												
2. Talk to a friend about ways to [INSERT health topic or behavior].												
3. Contact a local official about [INSERT health topic or behavior].												
4. Contact a school official about [INSERT health topic or behavior].												

## **Involvement**

*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.*

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
31f.	The outcome of [INSERT health topic or behavior] directly affects my life.	1	2	3	4	5
32f.	Whether or not people do something about [INSERT health topic or behavior] is important to my life.	1	2	3	4	5
33f.	The outcome of [INSERT health topic or behavior] is relevant to my life.	1	2	3	4	5
34f.	Whether or not others care about [INSERT health topic or behavior] is important to me.	1	2	3	4	5
35f.	The problem of [INSERT health topic or behavior] is against my personal values.	1	2	3	4	5
36f.	People who support [INSERT health topic or behavior] are against all I stand for.	1	2	3	4	5
37f.	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
38f.	I am fearful that my circle of friends would think I was dumb for caring about [INSERT health topic or behavior].	1	2	3	4	5
39f.	Whether I do something to improve [INSERT health topic or behavior] is central to how I view myself.	1	2	3	4	5
40f.	How I handle [INSERT health topic or behavior] is central to my self-image.	1	2	3	4	5
41f.	Handling [INSERT health topic or behavior] actively is an important part of how I see myself.	1	2	3	4	5

## **Self-efficacy scale**

*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.*

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
42f.	I feel as though I can make a difference regarding [INSERT health topic or behavior].	1	2	3	4	5
43f.	The suggestions for dealing with [INSERT health topic or behavior] made in the message are doable.	1	2	3	4	5
44f.	I personally could do the suggested [INSERT health topic or behavior] in the message.	1	2	3	4	5
45f.	Helping improve [INSERT health topic or behavior] is a goal within my reach.	1	2	3	4	5
46f.	I am confident that I can protect myself from [INSERT health topic or behavior].	1	2	3	4	5

## 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.

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
47f.	I think that [INSERT health condition/behavior/disease/syndrome/injury/disability] is a critical issue.	1	2	3	4	5
48f.	People should make a strong effort to do something about [INSERT health condition/behavior/disease/syndrome/injury/disability].	1	2	3	4	5
49f.	People that do not do something about [INSERT health condition/behavior/disease/syndrome/injury/disability] are inconsiderate.	1	2	3	4	5
50f.	People who do not care about [INSERT health condition/disease/syndrome/injury/disability] are dumb.	1	2	3	4	5
51f.	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].							

## Response efficacy scale

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.

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
52f.	Visiting the Web site/calling the number listed in the message is a good start to improving [INSERT health condition/disease/syndrome/injury/disability].	1	2	3	4	5
53f.	By doing the behaviors suggested by the message, the [INSERT health condition/disease/syndrome/injury/disability] can be improved.	1	2	3	4	5
54f.	Generally speaking, it is possible to improve [INSERT health condition/disease/syndrome/injury/disability].	1	2	3	4	5
55f.	There are many things I can do to protect myself from [INSERT health condition/disease/syndrome/injury/disability].	1	2	3	4	5

## Self-protection motivation

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.

		<b>Strongly Disagree</b>				<b>Strongly Agree</b>
56f.	I want to combat [INSERT health condition/disease/syndrome/injury/disability].	1	2	3	4	5
57f.	I want to have the ability to fight [INSERT health condition/disease/syndrome/injury/disability].	1	2	3	4	5
58f.	I want to prevent [INSERT health condition/disease/syndrome/injury/disability].	1	2	3	4	5
59f.	I really don't care about [INSERT health condition/disease/syndrome/injury/disability].	1	2	3	4	5
60f.	Before being contacted for this study, had you ever heard of CDC or the Centers for Disease Control and Prevention? <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>					
61f.	Before being contacted for this study, had you ever heard of the Department of Health and Human Services? <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>					
62f.	Before being contacted for this study, had you ever heard of the [INSERT organization name]? <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>					
63f.	Below is a list of environment and/or health topics covered on [INSERT website or resource]. Are there additional environmental hazards or health conditions you would like to see covered on the [INSERT website or resource] that aren't today? If so, what are they?					