

Antimicrobial Resistance Communications and Media Support Services
Interview Guide for Healthcare Professionals about Antimicrobial Resistance Concept
Testing
May 31, 2024 FINAL

Introduction; approx. 5 minutes

1. Welcome! Thank you for speaking with me today. My name is **NAME**. I'm an independent interviewer with KRC Research.
2. The sole funder of today's discussion is the U.S. Centers for Disease Control and Prevention—CDC. Our conversation today will focus on a health topic.
3. I'm a professional interviewer, not a CDC employee or a subject matter expert on health topics. My role is to learn from you during our conversation over the next 60 minutes.
4. There are no wrong answers here. I am simply interested in your honest opinions and experiences. However, if you feel uncomfortable answering a particular question, you do not have to.
5. Because privacy is important, I'm going to share our Privacy Policy.
 - a. I will protect your privacy for today's discussion, and nothing you say will be reported in association with your name. We will use first names only during the conversation. You may choose to use a nickname or any other name you prefer.
 - b. Your participation is voluntary—you do not have to answer anything you are uncomfortable with.
 - c. I am audio- and videorecording for transcribing of our discussion. Because I am having several discussions like this one, it is important for me to have an accurate record of today's conversation.

Warm-Up; approx. 2 minutes

6. Let's start with introductions. Can you share...
 - a. Your first name or other name you'd like to use for today's conversation
 - b. Where you'd located
 - c. Your role or title
 - d. What type of practice setting you work in

Public reporting burden of this collection of information is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB Control Number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer, 1600 Clifton Road NE, MS H21-8, Atlanta, Georgia 30333; ATTN: PRA 0920-1154

HCP Concept Testing; approx. 44 minutes, 11 minutes per concept

Today we're going to look at some draft concepts about a health topic.

Each concept represents an idea or theme, including broad language and visuals, that may be used in print and digital advertisements, posters, fact sheets, and more.

For each concept, you will see a sample advertisement that you may see in a magazine, billboard, or online. These concepts *could* be adapted for other creative purposes, like posters, web content, or videos.

I would like to you know a few more things.

- These were created specifically to share with you today. They are drafts and not final.
- I did not create any of these concepts.
- These were designed with *healthcare professionals*—not patients. I'm interested in how *you* react to them, based on your professional opinions or experiences.

We will look at the concepts one at a time. Please review each as *individual* concept on its own. Try to avoid comparing them to each other! We'll do that later.

SHOW HCP CONCEPTS IN RANDOM ORDER FOR EACH INTERVIEW. SHOW ONE CONCEPT FIRST AND ASK QUESTIONS BELOW. REPEAT QUESTIONS FOR ALL CONCEPTS. FOUR CONCEPTS, 10 MINUTES EACH, 40 MINUTES TOTAL.

Concepts Part 1: Initial Reactions

7. In just a few words, how would you sum up your first impression of this?
 - a. What stands out or grabs your attention?
 - b. What's interesting?
8. What is the main idea?
 - a. What is the "call to action" here? What is the concept asking you to do, if anything? **PROBE ON SPECIFICS**
9. Is anything confusing or unclear? What? **PROBE AS NEEDED:** Ideas, phrases, or words; visuals
 - a. What could make that clearer?
10. How would you rate this on a scale of 1-5, where 1 means the concept is not at all compelling to you, and 5 means the concept is extremely compelling to you?
INTERVIEWER OBTAIN RATING
 - a. What's most compelling?
 - b. What do you like?
 - c. What do you not like?

Concepts Part 2: Second-Level Assessments

11. What do you think of the *information* conveyed?
12. Consider how this concept is characterizing antimicrobial resistance. Is it doing so...
 - a. Accurately? Why?
 - b. Appropriately? Why?
 - c. Effectively? Why?
 - d. What would make this more accurate or effective?
13. What do you think of the *tone* of this concept?
14. Does this resonate with you and your experience? How so?
15. For whom does this feel most relevant within the healthcare community—roles, practice settings?

Concepts Part 3: AR Education

16. Are any details missing that you need to *understand* what's being communicated?
17. How clearly does this concept communicate *the role you can play* in addressing this problem? Why?
 - a. What is that role, based on this concept?
 - b. Is that role communicated differently here than in a way you understood previously?
 - c. How simple or difficult would it be to take action? Why?
18. How well does this concept communicate the *importance* of the role you can play?
 - a. What signals importance?
 - b. What could help make that importance more explicit?
19. Suppose you were to visit the site or click the link in the concept. What information or resources would you expect from CDC on that page?
 - a. What would you *want* to see that would make you feel informed? **PROBE:** Data, statistics, algorithms, talking points, printable materials to share with patients, etc.
20. The concept says...
[OUTSMART: "GET THE TOOLS TO HELP SLOW THE SPREAD AT..." ETC.]
[FIGHT THE SUPERBUGS: "FIND TOOLS FOR TALKING TO PATIENTS ABOUT..." ETC.]
[IMAGINE THE CHANGE: "IMAGINE BEING A PART....LEARN HOW..." ETC.]
[LEARN FROM THE GERM: "GET MORE LESSONS FROM THE GERM AT..." ETC.]
What do you think about that language?
 - a. What's your reaction to CDC saying **[PHRASE FROM ABOVE]**? Why?

Concepts Part 4: Takeaways

21. Would you act on this? How so? **PROBE AS NEEDED:** Follow link, share with others, do research, etc.

22. What's most *memorable*? **PROBE AS NEEDED:** Facts, ideas, images?

23. Do you have any final thoughts about how to make this better?

MOVE TO NEXT CONCEPT AND REPEAT QUESTIONS

Concept Comparison; approx. 8 minutes

Now I'll put all four on the screen and ask about them. **SHARE FOUR CONCEPTS ON SCREEN TOGETHER**

24. Which *one* concept do you feel is most personally compelling? **INTERVIEWER OBTAIN RATING**

- a. What sets this apart?
- b. Could anything make this even better?

25. Which concept provides the best motivation to *learn more* about this topic? Why?

26. **TIME PERMITTING:** Which is simply most *attention grabbing* for you? Why?

27. **TIME PERMITTING:** Is there *one* concept that should *not* be produced, if any? Why?

28. **ALWAYS ASK:** We've been talking about antimicrobials. When you think of this topic, are you thinking mostly or entirely about antibiotics and antifungals? Or, are you also thinking about antiparasitics and antivirals, in other words a broader definition?

- a. What do you assume CDC means when it uses antimicrobial in these concepts?

Wrap Up; approx. 1 minute

29. Do you have any other advice for CDC as it seeks to communicate *with healthcare professionals like you* about combatting antimicrobial resistance?

INTERVIEWER THANK AND DISMISS