

## **Foundational Data Collection Interview Scripts**

Purpose: To inform the improvement and development of narrative-led dashboards and other tools for data dissemination. Data collected from these interviews will support the future development of OPHDST services, existing data platforms like CDC Wonder and Data Channels on cdc.gov.

### **Script for General Public Audience**

#### **Instructions (3 mins)**

Hello, my name is [facilitator name], and I'm part of a team that is working to improve how key information is shared on cdc.gov. Here with me observing and note taking are [note takers/observers names].

Thank you for speaking with us today. This discussion should take about **one hour**. We're going to be talking about your experiences with cdc.gov and using the information for your health needs. We will also complete some activities together looking at the CDC website where we will ask you to share your screen. There are no right or wrong answers to these questions, we just want to hear from you. Everything you tell us will be used to improve CDC's ability to share key public health information.

Your participation in this interview is **completely voluntary**, so we can stop the interview at any time and/or skip any questions that you don't feel comfortable answering. Throughout the session you will need access to a computer, tablet, or mobile device and we will be asking you to share your screen. Do you have any questions before we get started?

It would be helpful to us to record this interview and take pictures so that we can be sure that we are capturing what you share accurately. We will use these recordings for our own analysis efforts. Our notes will contain no information linking you to your specific statements or answers. Is it okay if we record this session?

#### **Verbal consent required.**

Any additional questions? Great Let's get started!

#### **Introductions (2 mins)**

1. To start, please tell us a little bit about yourself.
2. What does a typical day in your life look like?

#### **Establishing Rapport (15 mins)**

1. What does the term "public health" mean to you?

2. Where do you go to find public health-related information? Such as virus outbreaks, food born/insect born illnesses, safety of readily available products, travel health guidelines, etc.?
3. What devices do you typically use to find public-health related information, and why?
4. What is your understanding of the CDC, and its role specific to public health?
5. What information do you receive from the CDC, if any, and through what means (e.g., newsletters, social media, published articles, etc.)?
6. How frequently do you visit the CDC website at [www.cdc.gov](http://www.cdc.gov) (e.g., daily, weekly, monthly, yearly, never, etc.)? **If answered 'never', skip to the 'Accessing Information & Actionable Communication' section below**
7. What have been your goals for visiting the CDC site? What information were you expecting to find or questions you were looking to answer?
8. **[Ask participant to share screen]** Would you be able to walk us through a recent experience visiting the CDC website?
  - a. What was the reason for your visit?
  - b. How did you get to the website?
  - c. What pages did you access?
  - d. Did you find what you were looking for? How easy was it for you to find the information you were looking for?
  - e. What challenges did you encounter?
  - f. What worked well for you?

**[Ask participant to stop screen share]**

#### **Accessing Information & Actionable Communication (10 mins)**

1. Thinking more broadly and generally, beyond CDC, what information do you seek out to better understand public health and how it relates to your health needs?
2. What information would you want from the CDC to better understand public health and how it relates to your health needs?
3. Do you have conversations around public health with others (friends, family, colleagues)?
  - a. Do you discuss/or share directly CDC specific information when having these conversations?
4. When do you need public health information from the CDC?
5. Aside from the CDC website that we discussed, what other websites and/or resources do you use to find public health information, and why?
6. How often do you use those other websites or resources instead of the CDC website?

7. What information causes you to act on a public health need? For example: Why or why not do you get a flu shot each year? Is there information that would change your mind?
8. How would you prefer to receive public health information (e.g., website, text, email, push notifications, social media apps, etc.), and why?
  - a. Are there specific accounts, institutions, individuals/influencers you follow for public health information?
  - b. Have you ever shared public health information on social media or through other avenues (blog posts, email, etc.)? When and why?

### **Building Trust (5 mins)**

1. Who do you trust for public health information?
2. What characteristics about public health information make it trustworthy to you?
3. What are some examples of resources you trust for public health information and why?
4. On a scale of 1-5, with 1 being no trust and 5 being complete trust, how much do you trust the information that CDC publishes? Please explain your answer.
5. How can the CDC gain more of your trust?

### **Strengthening Comprehension (25 mins)**

We are now going to walk through some pages of the CDC website together and I will ask you specific questions about the pages you are looking at. As a reminder, there are no right or wrong answers and everything you tell us will help us improve the way that the CDC shares key information. I will paste links if needed in the chat and ask that you to share your screen. Please think aloud as you complete the scenarios, this will help us understand what is working and what areas need improvement. **All the data you will review today is static data and is not representative nor provides a live view of current rates and trends.**

### **Respiratory Virus Pages**

In this scenario, you are interested in knowing more about respiratory viruses such as flu, covid or RSV current rates and levels in order to protect yourself from getting sick. You heard that CDC recently updated their website with a lot of this information.

1. **Part 1:** Show me how you would find respiratory virus resources and information from CDC? Think about how you would complete this task if we weren't here? [prompt if needed would you search on google, go to social media, go to the CDC website, ask a friend for the link, etc?]
2. **Part 2: Looking at the Respiratory Virus Homepage** [Facilitator note: share prototype link in the chat]
  - a. What is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. Show me where would you go to determine your risk of contracting a respiratory virus?
  - c. Show me where you would go to find information on respiratory illness activity in your community?

- d. What information do you think you will find under 'Data & Trends'? [Prompt user, if needed, to go to Respiratory Illness Data Channel Snapshot page]
3. **Part 3: Looking at Respiratory Virus Snapshot page**
  - a. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. What information is most important to you in determining your risk of contracting a respiratory virus? Why?
  - c. What do you think is your risk of catching the flu is currently, and why?
    - i. Did the Emergency Department visits factor into the decision? How?
  - d. Are you interested in resources and guidance on protecting yourself from illness?
    - i. Where would you find those resources?
  - e. Hypothetically, you have plans to visit a friend in Boulder, Colorado, show me how you would look for virus activity specifically in that area?
    - i. In your own words, what are you understanding from the information?
    - ii. How would you use the information? Would you make any changes to your plans, seek additional resources or guidance?
  - f. You are interested in looking at the data a little more closely to get a better understanding of virus activity. Show me where would you go to see more detailed information? [Prompt user, if needed, to go to Respiratory Illness Activity level page]
4. **Part 4: Looking at Respiratory Virus Activity Level page**
  - a. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. What do you think is your risk of catching the flu currently, and why?
    - i. Which data source helped you determine your risk?
    - ii. Is there any other way you would prefer to see the information organized?
5. **Part 5: We are now going to look at the four graphs more closely.**
  - a. **ILNet Graph**
    - i. In your own words, what is this graph telling you? Please explain.
    - ii. How would you look at states with only low levels of respiratory illness?
    - iii. How would you use this information? What medical decisions or behavior would you change based on the information?
    - iv. Any other thoughts on this graph or interactions?
  - b. **Emergency Department Graph**
    - i. In your own words, what is this graph telling you? Please explain.
    - ii. How would you use this information? What medical decisions or behavior would you change based on the information?
    - iii. How would you look at only flu information in Boulder, CO on this graph?
    - iv. Any other thoughts on this graph?
  - c. **Positive Tests Graph**
    - i. In your own words, what is this graph telling you? Please explain.
    - ii. How would you use this information? What medical decisions or behavior would you change based on the information?
    - iii. How would you look at only flu information on this graph?

iv. Any other thoughts on this graph or interactions?

**d. Wastewater Trends Graph**

- i. In your own words, what is this graph telling you? Please explain.
- ii. How would you use this information? What medical decisions or behavior would you change based on the information?
- iii. How would you at look at covid information for the west in the past 45 days on this graph?
- iv. Any other thoughts on this graph?

6. **Part 6:** After reviewing the data you've decided you need some information on how to stay healthy. Show me where you would go if you were looking for resources and guidance on how to protect yourself from contracting a respiratory virus? [Prompt user, if needed, go to previous page and to updated CDC guidance]

7. **Part 7:** You are also curious about use of vaccines to protect yourself from respiratory viruses and want to know more about current vaccine rates in adults. Show me where you would go? [Prompt user, if needed, go to previous page and to vaccine trends in adults.]

8. **Part 8: Looking at Vaccine Trends in Adults**

a. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?

b. **Weekly Vaccine Rates:**

- i. In your own words, what is this graph telling you? Please explain.
- ii. How would you use this information? What medical decisions or behavior would you change based on the information?
- iii. How would you only look at flu information on this graph?
- iv. Any other thoughts on this graph?

c. **Vaccination Status and Intent**

- i. In your own words, what is this graph telling you? Please explain.
- ii. How would you use this information? What medical decisions or behavior would you change based on the information?
- iii. How would you only look at information about individuals who say they will get a flu vaccine on this graph?
- iv. Any other thoughts on this graph?

9. **Part 9: New Scenario – Return to Respiratory Virus Homepage:** In this scenario you are interested in learning more about Covid-19 and its impact on the elderly. You are specifically looking for data on community living in older populations. Walk us through where you would find the information? [Prompt user, if needed, go to snapshot page, then down scroll to 'explore related data' section and to 'nursing homes']

- a. Is there anywhere else you would have expected to find the link to this information?
- b. Is there anywhere else you would have expected to find some of this information this information?

- c. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
- 10. Is there anything else, you think would be important for CDC to consider for these pages or other pages that might share data in a visual and interactive format?
- 11. Anything else we should know about these pages?

**Conclusion (5 mins)**

- 1. What are your favorite websites and/or apps for information sharing of any kind, and why?
- 2. What else can the CDC do to support your health needs and/or those of the public?
- 3. Do you have any additional thoughts that you would like to share with us? Anything else you feel is important for us to know?

Thank you for your time today.

## **Script for Caretakers (Adult children/guardians caring for aging parents; parents/guardians of young children)**

### **Instructions (3 mins)**

Hello, my name is [facilitator name], and I'm part of a team that is working to improve how key information is shared on cdc.gov. Here with me observing and note taking are [note takers/observers names].

Thank you for speaking with us today. This discussion should take about **one hour**. We're going to be talking about your experiences with cdc.gov and using the information for your health needs as well as the health needs of those in your care. We will also complete some activities together looking at the CDC website where we will ask you to share your screen. There are no right or wrong answers to these questions, we just want to hear from you. Everything you tell us will be used to improve CDC's ability to share key public health information.

Your participation in this interview is **completely voluntary**, so we can stop the interview at any time and/or skip any questions that you don't feel comfortable answering. Throughout the session you will need access to a computer, tablet, or mobile device and we will be asking you to share your screen. Do you have any questions before we get started?

It would be helpful to us to record this interview and take pictures so that we can be sure that we are capturing what you share accurately. We will use these recordings for our own analysis efforts. Our notes will contain no information linking you to your specific statements or answers. Is it okay if we record this session?

### **Verbal consent required.**

Any additional questions? Great Let's get started!

### **Introductions (2 mins)**

1. To start, please tell us a little bit about yourself.
2. For whom do you provide care (e.g., older parents, young children, etc.)?
3. What does a typical day in your life look like?

### **Establishing Rapport (15 mins)**

1. What does the term "public health" mean to you?
2. Where do you go to find public health-related information such as virus outbreaks, food born/insect born illnesses, safety of readily available products, travel health guidelines, etc.?

3. What devices do you typically use to find public-health related information, and why?
4. What is your understanding of the CDC, and its role specific to public health?
5. What information do you receive from the CDC, if any, and through what means (e.g., newsletters, social media, published articles, etc.)?
6. How frequently do you visit the CDC website at [www.cdc.gov](http://www.cdc.gov) (e.g., daily, weekly, monthly, yearly, never, etc.)? **If answered 'never', skip to the 'Accessing Information & Actionable Communication' section below**
7. What have been your goals for visiting the CDC site? What information were you expecting to find or questions you were looking to answer?
8. **[Ask participant to share screen]** Would you be able to walk us through a recent experience visiting the CDC website?
  - a. What was the reason for your visit?
  - b. How did you get to the website?
  - c. What pages did you access?
  - d. Did you find what you were looking for? How easy was it for you to find the information you were looking for?
  - e. What challenges did you encounter?
  - f. What worked well for you?

**[Ask participant to stop screen share]**

**Accessing Information & Actionable Communication (10 mins)**

1. Thinking more broadly, broadly and generally, beyond CDC, what information do you seek out to better understand public health and how it relates to the health needs of the people you care for?
2. Who do you go to for resources and guidance when the people you care for have a health need or there is a public health 'incident' in your community? For example, there is a hand, foot, and mouth disease outbreak in your child's pre-school class, how do you decide to send them to school or not? Or, 3 of 4 individuals in your parent's mahjong group have RSV, how do you decide if your elderly parent should skip this week?
3. Do you have conversations around public health with others (friends, family, colleagues)?
  - a. Do you discuss/or share directly CDC specific information when having these conversations?
4. What information would you want from CDC to better understand the public health needs of the people you care for?
5. When do you need public health information from the CDC?



6. What can the CDC do to help you communicate health care precautions and guidance further to the people you care for?
7. Aside from the CDC website that we discussed, what other websites and/or resources do you use to find public health information, and why?
8. How often do you use those other websites or resources instead of the CDC website?
9. What information causes you to act on a public health need? For example: Why or why not do you encourage those you are responsible for to get a flu shot each year? Is there information that would change your mind?
10. How would you prefer to receive public health information (e.g., website, text, email, push notifications, social media, apps, etc.), and why?
  - a. Are there specific accounts, institutions, individuals/influencers you follow for public health information?
  - b. Have you ever shared public health information on social media or through other avenues (blog posts, email, etc.)? When and why?
- 11.

#### **Building Trust (5 mins)**

1. Who do you trust for public health information?
2. What characteristics about public health information make it trustworthy to you?
3. What are some examples of resources you trust for public health information and why?
4. On a scale of 1-5, with 1 being no trust and 5 being complete trust, how much do you trust the information that CDC publishes? Please explain your answer.
5. How can the CDC gain more of your trust?

#### **Strengthening Comprehension (25 mins)**

We are now going to walk through some pages of the CDC website together and I will ask you specific questions about the pages you are looking at. As a reminder, there are no right or wrong answers and everything you tell us will help us improve the way that the CDC shares key information. I will paste links if needed in the chat and ask that you to share your screen. Please think aloud as you complete the scenarios, this will help understand what is working and what areas need improvement. **All the data you will review today is static data and is not representative nor provides a live view of current rates and trends.**

#### **Respiratory Virus Pages**

In this scenario, you are interested in knowing more about respiratory virus activity, current rates and levels in order to determine how to protect those you care for. You heard that CDC recently updated their website with a lot of this information.

1. **Part 1:** Show me how you would find respiratory virus resources and information from CDC?  
Think about how you would complete this task if we weren't here? [prompt if needed would you search on google, go to social media, go to the CDC website, ask a friend for the link, etc?]
2. **Part 2: Looking at the Respiratory Virus Homepage** [Facilitator note: share prototype link in the chat]
  - a. What is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. Show me where would you go to determine the risk of those you care for contracting a respiratory virus?
  - c. Show me where you would go to find information on respiratory illness activity in your community?
  - d. What information do you think you will find under 'Data & Trends'? [Prompt user, if needed, to go to Respiratory Illness Data Channel Snapshot page]
3. **Part 3: Looking at Respiratory Virus Snapshot page**
  - a. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. What information is most important to you in determining the risk of those you care for of contracting a respiratory virus?
  - c. What do you think is the risk of those you care for of catching the flu currently, and why?
    - i. Did the Emergency Department visits factor into the decision? How?
  - d. Are you interested in resources and guidance on protecting others from illness?
    - ii. Where would you find those resources?
  - e. Hypothetically, you and those you care for have plans to visit friends in Boulder, Colorado, show me how you would look for virus activity specifically in that area?
    - i. In your own words, what are you understanding from the information?
    - ii. How would you use the information? Would you make any changes to your plans, seek additional resources or guidance?
  - f. You are interested in looking at the data a little more closely to get a better understanding of virus activity. Show me where would you go to see more detailed information? [Prompt user, if needed, to go to Respiratory Illness Activity level page]
4. **Part 4: Looking at Respiratory Virus Activity Level page**
  - a. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. What do you think is the risk of those you care for of catching the flu currently, and why?
    - i. Which graphs/data helped you the most in determining their risk?
    - ii. Is there any other way you would prefer to see the information organized?
5. **Part 5:** We are now going to look at the four graphs more closely.
  - a. **ILNet graph**
    - i. In your own words, what is this graph telling you? Please explain.
    - ii. How would you look at states with only low levels of respiratory illness?

- iii. How would you use this information? Are there any medical decisions or behavior changes you would make for the people you care for based on the information?
- iv. Any other thoughts on this graph or interactions?

**b. Emergency Department Graphs**

- i. In your own words, what is this graph telling you? Please explain.
- ii. How would you use this information? Are there any medical decisions or behavior changes you would make for the people you care for based on the information?
- iii. How would you look at only flu information in Boulder, CO on this graph?
- iv. Any other thoughts on this graph?

**c. Positive Tests graph**

- i. In your own words, what is this graph telling you? Please explain.
- ii. How would you use this information? Are there any medical decisions or behavior changes you would make for the people you care for based on the information?
- iii. How would you look at only flu information on this graph?
- iv. Any other thoughts on this graph or interactions?

**d. Wastewater Trends graph**

- i. In your own words, what is this graph telling you? Please explain.
- ii. How would you use this information? Are there any medical decisions or behavior changes you would make for the people you care for based on the information?
- iii. How would you look at covid information for the west in the past 45 days on this graph?
- iv. Any other thoughts on this graph?

6. **Part 6:** After reviewing the data you've decided you need some information on how to stay healthy. Show me where you would go if you were looking for resources and guidance on how to protect those you care for from contracting a respiratory virus? [Prompt user, if needed, go to previous page and to updated CDC guidance]

7. **Part 7:** You are also curious about use of vaccines to protect yourself from respiratory viruses and want to know more about current vaccine rates in adults. Show me where you would go? [Prompt user, if needed, go to previous page and to vaccine trends in adults.]

**8. Part 8: Looking at Vaccine Trends in Adults/Children**

- a. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?

**b. Weekly Vaccine Rates:**

- i. In your own words, what is this graph telling you? Please explain.

- ii. How would you use this information? Are there any medical decisions or behavior changes you would make for the people you care for based on the information?
- iii. How would you only look at flu information on this graph?
- iv. Any other thoughts on this graph?

**c. Vaccination Status and Intent**

- i. In your own words, what is this graph telling you? Please explain.
- ii. How would you use this information? Are there any medical decisions or behavior changes you would make for the people you care for based on the information?
- iii. How would you only look at information about individuals who say they will get a flu vaccine on this graph?
- iv. Any other thoughts on this graph?

9. **Part 9: New Scenario – Return to Respiratory Virus Homepage:** In this scenario you are a interested in learning more about Covid-19 and its impact on the elderly. You are specifically looking for data on community living in older populations. Walk us through where you would find the information? [Prompt user, if needed, go to snapshot page, then down scroll to 'explore related data' section and to 'nursing homes']
- a. Is there anywhere else you would have expected to find the link to this information?
  - b. Is there anywhere else you would have expected to find some of this information?
  - c. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
10. Is there anything else, you think would be important for CDC to consider for these pages or other pages that might share data in a visual and interactive format?
11. Anything else we should know about these pages?

**Conclusion (5 mins)**

- 4. What are some examples of products or websites that you love that share information well and easily?
- 5. What else can the CDC do to support the health needs of the people you care for?
- 6. Do you have any additional thoughts you want to share with us? Or anything else you feel is important for us to know?

Thank you for your time today.

## Script for Accessibility Focused Testing

### Instructions (3 mins)

Hello, my name is [facilitator name; provide a short description, hair color, descriptive features, clothing description; example: Rebecca, I have brown hair, glasses, and today I am wearing a navy-blue shirt with yellow flowers]. I'm part of a team that is working to improve how key information is shared on cdc.gov. Here with me observing and note taking are [note takers/observers names + descriptions].

Thank you for speaking with us today. This discussion should take about **one hour**. We're going to be talking about your experiences with cdc.gov and using the information for your health needs. We will also complete some activities together reviewing the CDC website. We will ask you to share your screen – all links should have been provided to you previously. There are no right or wrong answers to these questions, we just want to learn from you. Everything you share with us will be used to improve CDC's ability to share key public health information.

Your participation in this interview is **completely voluntary**, so we can stop the interview at any time and/or skip any questions that you don't feel comfortable answering. Throughout the session you will need access to a computer, tablet, or mobile device and we will be asking you to share your screen. Do you have any questions before we get started?

It would be helpful to us to record this interview and take pictures so that we can be sure that we are capturing what you share accurately. We will use these recordings for our own analysis efforts. Our notes will contain no information linking you to your specific statements or answers. Is it okay if we record this session?

### Consent required.

Any additional questions? Great Let's get started!

### Introductions (2 mins)

1. To start, please tell us a little bit about yourself.

2. Do you provide care for older parents and/or children? [Facilitator note, if not use general public questions]
3. What does a typical day in your life look like?
4. What assistive devices are you using to use computers and digital products? What brand screen reader do you use and why?

#### **Establishing Rapport (15 mins)**

1. What does the term “public health” mean to you?
  2. How do you learn about public health-related information such as virus outbreaks, food born/insect born illnesses, safety of readily available products, travel health guidelines, etc.?
  3. What devices do you typically use to find public-health related information, and why?
  4. What is your understanding of CDC and their role in public health.
  5. Have you ever visited the CDC website? How often: daily, weekly monthly, once every three months, once a year, never? **If answered never, skip to ‘Accessing Information and Actionable Communication’ section.**
  6. Are you able to access the CDC website and find what you are looking for efficiently?
1. What do you normally use the CDC website for?
  2. What are your goals for visiting the site? What information are you expecting to find, questions you are hoping to answer?
  3. **No rush, no time limit, take the time you need to go through this scenario. [Ask participant to share screen]** Take us through a recent experience visiting the CDC website?
    - g. How did you get to the website?
    - h. Why were you going to the CDC website?
    - i. What pages did you visit?
    - j. Did you find the information you needed?
    - k. What challenges did you encounter?
    - l. What worked well for you?

**[Ask participant to stop screen share]**

#### **Accessing Information & Actionable Communication (10 mins)**

1. Now thinking more broadly, what information do you seek out to better understand your public health needs?
2. What information would you want from CDC to better understand your public health needs?
3. Do you have conversations around public health with others (friends, family, colleagues)?

- a. Do you discuss/or share directly CDC specific information when having these conversations?
4. When do you need information from CDC?
5. Are there any other websites or resources that you use in addition to the CDC website to find public health related data? Why those?
6. When do you use those other websites or resources instead of the CDC website?
7. In what form do you prefer to access health related information? Graphics, text, something else?
8. What information causes you to act on a public health need? For example: Why or why not do you get a flu shot each year? Is there anything that would change your mind?
9. How do you prefer public health information and data be shared with you? (i.e. checking website, text/email updates, push notifications, social media, apps, etc.), and why?
  - a. Are there specific accounts, institutions, individuals/influencers you follow for public health information?
  - b. Have you ever shared public health information on social media or through other avenues (blog posts, email, etc.)? When and why?

#### **Building Trust (5 mins)**

1. Who do you trust for public health information?
2. What characteristics about public health information make it trustworthy to you?
3. What are some examples of resources you trust for public health information and why?
4. On a scale of 1-5, with 1 being no trust and 5 being complete trust, how much do you trust the information that CDC publishes? Please explain your answer.
5. How can the CDC gain more of your trust?

#### **Strengthening Comprehension (25 mins)**

We are now going to review some pages of the CDC website together and ask you specific questions about the pages you are reviewing. Reminder, there are no right or wrong answers and everything you share with us will help us improve the way CDC publishes key information. You should have received some links ahead of time, I will also paste each link in the chat. If possible, please share your screen. Note, **all the data you will review today is static data and not representative or provides a live view of current rates and trends.**

#### **Respiratory Virus Pages**

In this scenario, you are interested in knowing more about respiratory virus activity, current rates and levels in order to determine how to protect yourself from illness. You heard that CDC recently updated

their website with a lot of this information.

1. **Part 1: Review the Respiratory Virus Homepage – Page Name: Respiratory Illnesses**  
**<https://www.cdc.gov/respiratory-viruses/index.html>** [Facilitator note: share prototype link in the chat and mention it was shared in advance]
  - a. What is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. Where would you go to determine your risk or the risk of those you care for, for contracting a respiratory virus?
  - c. Where would go to find information on respiratory illness activity in your community?
  - d. What information do you think you will find under 'Data & Trends'? [Prompt user, if needed, to go to Respiratory Illness Data Channel Snapshot page]
2. **Part 2: Review the Respiratory Virus Snapshot page - <https://www.cdc.gov/respiratory-viruses/data/index.html>**
  - a. Take a minute to review the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. What information is most important to you in determining your risk or the risk of those you care for of contracting a respiratory virus?
  - c. Are you interested in resources and guidance on protecting others from illness?
    - iii. Where would you find those resources?
  - d. Hypothetically, you and those you care for have plans to visit friends in Boulder, Colorado, show me how you would look for virus activity specifically in that area?
    - i. In your own words, what are you understanding from the information?
    - iv. How would you use the information? Would you make any changes to your plans, seek additional resources or guidance?
  - g. You are interested in reviewing the data a little more closely to get a better understanding of virus activity. Show me where would you go to see more detailed information? [Prompt user, if needed, to go to Respiratory Illness Activity level page]
3. **Part 3: Review the Respiratory Virus Activity Level page - Page Name: Respiratory Virus Activity Levels: <https://www.cdc.gov/respiratory-viruses/data/activity-levels.html>**
  - a. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. What do you think is your risk and/or the risk of those you care for of catching the flu currently, and why?
    - i. Which information on the respiratory activity level page helped you the most in determining their risk?
    - ii. Is there any other way you would prefer the information be organized?
4. **Part 4: We are now going to review some of the data on the Respiratory Activity Levels page more in-depth. As we complete these scenarios, I would like you to share your experience with color contrast, key board navigation, announcement of the page and text from your screen reader, or any other experiences with assistive technology that you may be using.**
  - a. **Section: Level of Respiratory Illness Activity**
    - i. How do you interpret the information shared about current respiratory levels in the United States?



- ii. How would you use this information?
  - b. **Section: Emergency Department Visits for Viral Respiratory Illness**
    - i. How do you interpret the information shared about emergency department visit levels in the United States?
    - ii. How would you use this information?
    - iii. How would you access at only flu information in Boulder, CO in this section?
  - c. **Section: Percent of Tests Positive for Respiratory Viruses**
    - i. How do you interpret the information shared about positive tests for respiratory viruses in the United States?
    - ii. How would you use this information?
    - iii. How would you access only flu information in this section?
  - d. **Section: COVID-19 Wastewater Trends**
    - i. How do you interpret the information shared about covid-19 wastewater trends for respiratory viruses in the United States?
    - ii. How would you at look at covid information for the west in the past 45 days on this graph?
    - iii. How would you use this information?
5. **Part 5:** After reviewing the data you've decided you need some information on how to stay healthy. Where here you would go if you were interested in resources and guidance on how to protect those you care for from contracting a respiratory virus? [Prompt user, if needed, go to previous page and to updated CDC guidance section]
6. **Part 6:** You are also curious about use of vaccines to protect yourself from respiratory viruses and want to know more about current vaccine rates in adults. Where would you go to find vaccine information? [Prompt user, if needed, go to previous page and to vaccine trends in adults.]
7. **Part 8: Review Vaccine Trends in Adults/Children - Page Name: Vaccine Trends Adults - <https://www.cdc.gov/respiratory-viruses/data/vaccination-trends-adults.html>**
- a. Take a minute to review the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
  - b. **Section: Weekly Cumulative Percent Vaccinated in the United States**
    - i. How do you interpret the information shared about vaccine rates in adults in the unites states
    - ii. How would you use this information?
    - iii. How would you review only flu data in this section?
  - c. **Section: Vaccination Status and Intent in the United States**
    - i. How do you interpret the information shared about vaccine status in adults in the unites states
    - ii. How would you use this information?

- iii. How would you review information about individuals who say they will get a flu vaccine in this section?

8. **Part 9: Review Nursing Home information - Page Name: Nursing Home Covid-19 Data Dashboard - <https://www.cdc.gov/nhsn/covid19/ltc-report-overview.html>.** In this scenario you are interested in learning more about Covid-19 and its impact on the elderly. You are specifically interested in data on community living in older populations. [Prompt user, if needed, go to snapshot page, then down scroll to 'explore related data' section and to 'nursing homes']
  - a. Is there anywhere else you would have expected to find the link to this information?
  - b. Is there anywhere else you would have expected to find some of this information?
  - c. Take a minute to explore the page, what is your immediate reaction to this page? How relevant or useful is the information to you?
9. What other information do you think would be important to convey through the respiratory virus homepage, respiratory virus data channel page, the respiratory virus activity levels page, and vaccine information pages?

#### **Conclusion (5 mins)**

1. What are some examples of products or websites that you love that share information well and easily?
2. What else can the CDC do to support your health and/or the health needs of the people you care for?
3. Do you have any additional thoughts you want to share with us? Or anything else you feel is important for us to know?

Thank you for your time today.

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