

**Antimicrobial Resistance Communications and Media Support Services**

Interview Guide for Medical Association about Antimicrobial Resistance

*February 12, 2024 V3***Introduction;** approx. 5 minutes

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1. Welcome! Thank you for speaking with me today. My name is **NAME**. I'm an independent researcher with KRC Research.
2. The sole funder of today's discussion is the Centers for Disease Control and Prevention—CDC. Our conversation today will focus on a health topic.
3. I'm a professional researcher, 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 or so.
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. 3 minutes

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6. Let's start with introductions. Can you share...
  - a. Your first name, a nickname, or a name you'd like to use for today's conversation
  - b. Your role

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7. Today we're going to be talking about antimicrobial resistance. Can you share a summary of how your role intersects with this topic?

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**Awareness and Attitudes;** approx. 6 minutes

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To start, let's think about the topic broadly. **SHARE TERM ON SCREEN:**  
***antimicrobial resistance***

8. How do you define antimicrobial resistance?
9. So we're on the same page, I'm defining antimicrobial resistance as when germs defeat the drugs designed to kill them. How closely does that match your definition?
10. How knowledgeable do you feel about this topic?
11. How would you describe the extent to which antimicrobial resistance is a problem?
- a. For what groups is this problem most acute?
  - b. In what area of health care is this problem most acute? Why?
  - c. How much of a problem is antimicrobial resistance for the nation? Why?
12. What should healthcare providers know about antimicrobial resistance? Why?
- a. What should patients know about antimicrobial resistance? Why?

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**Experiences and Roles;** approx. 8 minutes

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13. What do you see as your organization's role in combatting antimicrobial resistance?
- a. How does that role differ from that of healthcare providers working directly with patients?
14. Has your organization published any formal clinical guidance for providers on this subject? What?
- a. What was the rationale for its publication?
  - b. How effective has clinical guidance on this topic been in combatting antimicrobial resistance, in your opinion?
15. Where does this sit as a priority for your organization? Why?
- a. Has that changed recently? If so, why?
16. What's challenging about this topic for your organization?
- a. What's challenging for healthcare providers as they diagnose and treat antimicrobial-resistant infections?
17. What have you learned about antimicrobial resistance that you would want more healthcare providers to know?

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**AR Actions;** approx. 10 minutes

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I'd like to focus on actions to combat antimicrobial resistance.

18. What should the global focus be in combatting antimicrobial resistance?
  - a. What should the focus be for the United States?
19. What policy or research priorities do you believe should be paramount?
20. For the medical community specifically, what mind actions, steps, or protocols does your organization recommend that contribute to combatting antimicrobial resistance?
  - a. **PROBE:** What steps to prevent infections?
  - b. **PROBE:** What steps to improve antibiotic or antifungal prescribing?
  - c. **PROBE:** What steps to monitor infections or resistance patterns?
  - d. **PROBE:** What steps to educate patients about vaccines?
21. What changes need to happen for these recommended steps and strategies to be completely adopted by the medical community?
22. What do you see as the most important thing for practices or clinics to do to combat antimicrobial resistance?
  - a. **PROBE:** What about for individual healthcare providers?
23. What do you see as the most important thing for patients and consumers to do to combat antimicrobial resistance? **PROBE BEYOND PROPER ANTIBIOTIC/ANTIFUNGAL USE**

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### **Facilitators, Barriers, and Information;** approx. 8 minutes

Now let's think about factors that help or hurt efforts to carry out those actions.

24. To the best of your knowledge, what motivates healthcare providers' decisions to take actions to combat antimicrobial resistance?
  - a. **PROBE:** What drives those decisions?
25. What factors help "smooth the path" for providers to carrying out actions?
  - a. **PROBE:** What information, support, structures, people? How do they help?
26. What makes it hard for providers to take effective action? Why?
  - a. What's hard about patient conversations about antimicrobial resistance or antibiotics or antifungals?
  - b. What more can be done to support providers in carrying out these actions?

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### **Resources and Communications;** approx. 10 minutes

27. What resources do healthcare providers most need to help identify and carry out actions to combat antimicrobial resistance? **PROBE:** Data, facts, tools, information, education
  - a. Has your organization produced or provided any materials? What has the reaction been?

28. If our goal is to increase the awareness of the seriousness of antimicrobial resistance and inspire action, what key facts or ideas should CDC emphasize in communications...
- ...for providers?
  - ...for patients?
  - ...for other audiences?
29. Which audiences have the greatest potential to impact antimicrobial resistance? Why?
- Are there any audiences that can have a major impact, but aren't doing so? Why? **PROBE:** Aren't aware of the problem, don't know they can have an impact, don't have the right information
30. In what ways can CDC best support healthcare providers to combat antimicrobial resistance?
- PROBE:** Equipping them to have more effective conversations with patients?
  - PROBE:** Generating more action to combat antimicrobial resistance within their practices?
31. What can CDC do that would complement your organization's work in combatting antimicrobial resistance?
- PROBE:** What can CDC do from a communications perspective?

### **Materials and Terminology;** approx. 8 minutes

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In our remaining time, we're going to review some materials. I'm going to share a sheet produced by CDC and ask you to review it. When you've finished, we'll talk about it. **SHARE ON SCREEN: "[ACTIONS FOR HEALTHCARE PROVIDERS](#)" SHEET, ALLOW TIME TO REVIEW**

32. What's your reaction to this? Why?
- What stands out? Why?
33. What's your opinion of this resource from CDC? Why?
- What do you like?
  - What do you disagree with?
  - What concerns you?
  - What could be done to improve this?
34. What actions seem most likely for providers to implement? Why?
- Which seem least likely? Why?

Finally, I'll share a few terms and phrases and get your thoughts. **SHARE TERMS ON SCREEN: *antimicrobial resistance, antibiotic resistance, antifungal resistance, drug resistance, superbug.***

35. Which terms best describe when germs defeat the drugs designed to kill them? Why? **PROBE:** Is there a better term not shown here?
36. Which term do you prefer? Why?
37. What other tips do you have about language use on this topic with the public?

**Wrap Up;** approx. 2 minutes

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Thank you for your insights. We're about to wrap up with a closing question.

38. What final feedback do you have for CDC as it works on communications about combatting antimicrobial resistance?

**MODERATOR THANK AND DISMISS**