Attachment #9- Messages to be Tested (NWSS Focus Groups)

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| **Population** | **Segmentation** | **Number of Focus groups** | **Number of Participants** |
| Caregivers (of children and elderly individuals) | Caregivers of children under 5 years old | 1 | 8-10 |
| Caregivers of elderly individuals | 1 | 8-10 |
| Business Leaders | General population (not including low education individuals) | 1 | 8-10 |
| Low education (less than high school diploma) | 1 | 8-10 |
| Individuals at high risk of viral diseases | N/A | 1 | 8-10 |
| Rural populations | N/A | 1 | 8-10 |
| **Total** |  | **6** | **48-60** |

**Messages/Materials for Testing**

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| --- | --- | --- |
| **Audience** | **Message/Content** (Please specify content type: webpage, social media graphic, social media text copy, video, etc.) | **Testing Presentation** |
| *Caregivers of children, caregivers of elderly, business leaders (high and low education), high-risk individuals, rural populations* | NWSS Website Homepage: <https://www.cdc.gov/nwss/index.html> | *Scroll through* |
| *Caregivers of children, caregivers of elderly, business leaders (high and low education), high-risk individuals, rural populations* | COVID-19 National/regional trend graph: <https://www.cdc.gov/nwss/rv/COVID19-nationaltrend.html> |  |
| *Caregivers of children, caregivers of elderly, business leaders (high and low education), high-risk individuals, rural populations* | COVID-19 State-level trend graph: <https://www.cdc.gov/nwss/rv/COVID19-statetrend.html> |  |
| *Caregivers of children, caregivers of elderly, business leaders (high and low education), high-risk individuals, rural populations* | COVID-19 viral activity map: <https://www.cdc.gov/nwss/rv/COVID19-currentlevels.html> |  |
| *Caregivers of children, caregivers of elderly, business leaders (high and low education), high-risk individuals, rural populations* | National/regional trend graph vs. Viral activity map | *Side-by-side* |
| *Low-education business leaders* | NWSS Website Page- How wastewater monitoring works:  <https://www.cdc.gov/nwss/how-wws-works.html> | *Scroll through* |