

SURGEON GENERAL'S REPORT CONCEPT TESTING DISCUSSION GUIDE

Introduction (10 minutes)

- Welcome, thanks for coming, etc.
- Process: open, confidential discussion about physical activity, your experiences/opinions, tape for research only
- Personal introductions: first name, household, what you do for a living, what physical activity you most often do

Surgeon General's Report Key Messages (10 - 12 minutes)

[INTRODUCE SGR AND SHOW BOARD AS "BUILD" CHART AND READ POINTS ALOUD, ONE BY ONE. AFTER EACH POINT:]

- What does this say to you?
- What do you think about it?
- Is there anything hard to believe?

[HAND OUT PAGE. ASK PARTICIPANTS TO REVIEW THE WHOLE STATEMENT AND UNDERLINE ANYTHING THAT STANDS OUT AS IMPORTANT, CIRCLE ANYTHING THAT'S A PROBLEM (HARD TO UNDERSTAND OR BELIEVE), WRITE IN ANYTHING THAT'S BETTER. DISCUSS AND COLLECT.]

- NOTES:
- (1) Can say, "it's true" when needed
 - (2) Add, after inquiring about "most," inquire about 5+ days/week, then "daily" for reactions
 - (3) After inquiring about "old" recommendations vs. these, note "expanded" not replacing as needed.

"Slo-go" (5-10 minutes)

[SHOW "HAZARD" SLO-GO AND READ ALOUD]

- What does this mean to you?
- How does it make you feel?
- Better way to say it to you?

[IF TIME PERMITS] What are some places where this might jump out at you?

- How about on the package for a piece of athletic equipment like a treadmill? Athletic apparel likes shorts and sneakers?

[IF TIME PERMITS, SHOW "EVERYONE SHOULD" SLO-GO AND ASK ABOUT MEANING AND FEELING]

Motivational Concepts (40-45 minutes)

[SHOW CONCEPT BOARDS ONE AT A TIME. ROTATE ORDER ACROSS GROUPS. AFTER EACH, EXPLORE:]

- What does this say to you?
- How does it make you feel?
- [AS NEEDED:] Whom is this for? How would you know it's for you? Is there anything confusing or hard to believe? What does it make you feel like doing? Do you see yourself doing this? Or doing something like it? What might be a better story/picture/example that fits you, personally? A better way to say it?
- [WHERE THERE ARE ALTERNATIVE TAG LINES:] Does this [NEW LINE PLACED OVER THE OLD ONE] change anything about what it means or what you think or how you feel? What changes?

Concept-Specific Issues

- *"She'd never have told me over the phone"*
 - Finish the story: What did she not tell over the phone? Why did she tell while walking? What other physical activities might you do with a friend? Might open up a conversation?
 - [IF NEEDED] What's a comparable situation for men? [Shooting hoops, in the locker room...]
 - What is a "moving experience?" [CHECK ON DOUBLE MEANING]
- *"Grown-ups need recess too."*
 - "Recess" activities: ones you do now, ones you could fit into your daily or work routine?
 - What is going on in the picture? [JUST: IS THE HOOP INSIDE OR OUTSIDE]
 - What is the "MORE out of life" for you?
 - What does "Get in your 30 minutes" mean? [One chunk? Vs. 3 10 minute intervals? Which is most important for you? How so?]
 - What other activities might you do in 30 minutes? In 10 minute intervals?

- *“The best visuals aren’t always on TV”*
 - Is TV entertaining to you? What else is?
 - Would you take a walk instead of watching some TV? Why (not)/
 - What other physical activities might you do that’s “entertainment” or fun?
 - Tag: “You don’t know what you’re missing” What might that be?

Compare Motivational Concepts (10 minutes – if needed at all, and to be changed for vigorous groups as needed)

- Looking at all of these concepts, side-by-side, does any one stand out as especially likely to make you feel like getting more physically active? What is it about that concept? Most achievable?
- Now, looking at all of these concepts, side-by-side, does any one stand out as especially unlikely to make you feel like getting more physically active? What is it about that concept?
- How about the remaining concepts? Does one of them make you feel more like getting more physically active? What is it about that concept?

CDC Tag (2-5 minutes)

- Who would say this message most credibly?
- CDC (and P)? President’s Council?

[IF TIME] Which motivational concept might go on sporting goods package? Vs. slo-go?

Check back room while participants fill out demographic sheet.

Wrap-Up (2 minutes)

Anything else to say about any of these concepts? About the SGR?

Thanks again for coming.