

INTERVIEW PROTOCOL

Hello, this is _____ from Westat. As we agreed, I'm calling you to gather information about epilepsy initiatives within your organization. Again, I want to thank you for agreeing to take part in this study. As we previously told you, the interview should take approximately 15 minutes. I would like to audiotape our conversation unless you have any objections. Do you have any questions before we begin?

- 1.) Verify the name, address, and telephone number of the organization.
- 2.) What is the mission of your organization with regard to epilepsy?
- 3.) Provide a brief program description.
- 4.) Who are your constituency groups [Who benefits from your work?]? Your target audiences?
- 5.) What communication activities have you undertaken with regard to epilepsy since 1990? For example, written materials (like pamphlets & posters), public service announcements for radio or TV, courses, community promotion events.

IF "NONE" TO #5,
ASK: If you wanted to get information or materials, where would you go? [If you were contacted, where would you get the information?] SKIP TO #10
- 6.) What content areas or topics are addressed through these activities?
- 7.) Have you done any evaluation (formative [WESTAT], process [IS THE MESSAGE GETTING OUT?], outcome [DID IT WORK?]) activities related to your communication activities/materials?
If yes, what? What were the results?
If no, why not?
- 8.) What other agencies (public or private) do you collaborate with on these issues? Please describe the type of collaboration you have had with other organizations.
- 9.) Have you prepared any reports about communication activities that are available to us or to other organizations?
- 10.) What advice would you give to other organizations beginning programs or initiatives in the area of epilepsy?
- 11.) What other organizations are you aware of in your state or community that may be involved in communication efforts about epilepsy? [GET CONTACT]
- 12.) If you hear the term "early intervention" with regard to epilepsy, what does the term mean to you?
- 13.) Is there any other information you would like to provide that we have not covered?

That is all of the questions that I have. [MAKE ARRANGEMENTS TO OBTAIN COPIES OF MATERIALS IF THEY ARE AVAILABLE. WE WILL PAY COPYING AND POSTAGE.]

We do appreciate the time you have given to this project. If you like, once the research is finished, the CDC will supply you with a copy of the final report. Thank You.