

## REACHING OUT FOR BETTER HEALTH INTERCEPT INTERVIEWS

### SECTION A: SCREENING QUESTIONS

*Approach individuals who appear to be black or white, and ages 18-34 years (or request staff to refer individuals to you who meet these criteria.)*

Date: \_\_\_\_\_

Interviewer: \_\_\_\_\_

Location:

- Monroe Health Department ..... 1
- College Park Health Clinic ..... 2
- Other ..... 3

### Introduction

Good morning (afternoon/evening). My name is \_\_\_\_\_ with the Georgia Department of Human Resources, Office of Nutrition. I am conducting short interviews today for a research study. The interview would involve looking at some materials about healthy eating and physical activity and giving me your ideas and opinions. Would you be willing to spend about ten minutes answering a few questions?

*(If no, thank and end interview.)*

### Screening Questions

A1. How old are you?

\_\_\_\_\_ years

*(If not 18-34 years, thank and end interview.)*

A2. Are you currently participating in...

The Food Stamps program?

- Yes..... 1
- No ..... 2

*(If yes, proceed to A4.)*

TANF (pronounced “tanif”), or temporary cash assistance, which is also called welfare?

*(Can explain as needed that TANF is the Temporary Assistance for Needy Families Program, and that it used to be called AFDC.)*

- Yes..... 1
- No ..... 2

*(If yes, proceed to A4.)*

The WIC program?

*(Can explain as needed that WIC is the Women, Infants and Children supplemental feeding program.)*

- Yes..... 1
- No ..... 2

*(If yes, proceed to A4.)*

Or are your children receiving free or reduced-price school breakfast or lunch?

- Yes..... 1
- No ..... 2
- Not Applicable ..... 3

*(If yes, proceed to A4.)*

A3. About how much was your household income last year? You can look at the choices on this card and tell me whether your household income was A, B, C, D, or E. *(Hand participant card with response options.)*

- a. Under \$10,000 ..... 1
- b. \$10,000-\$15,000..... 2
- c. \$15,000-\$20,000..... 3
- d. \$20,000-\$25,000..... 4
- e. \$25,000 or more ..... 5
- Refuse..... 6

*(If respondent states an exact amount, e.g., \$20,000 drop to lower income category, e.g., \$15,000-\$20,000).*

Continue if individual selected a-d (< \$25,000).

Thank and end interview if individual selected “E” (>\$25,000).

A4. Respondent's sex (*record*)

Male..... 1

Female ..... 2

A5. Respondent's race (*record*)

Black..... 1

White ..... 2

## **Introduction to Testing**

Now I would like to get your reactions to the materials about healthy eating and physical activity.

***Alternate the order in which the two concepts are presented. Indicate below in which order concepts were presented:***

Concept A (yellow abstract family) presented first ..... 1

Concept B (blue family) presented first ..... 2

## SECTION B: QUESTIONS FOR 1ST CONCEPT

I will show you two different pieces which have pictures and messages about health. I will refer to these as concepts. As you look at the concepts, keep in mind that they are still in rough form. After final production they will look more professional.

Here is the first concept. (*Display 1st Concept.*)

B1. Looking at the whole concept, what would you say is the main idea? (*Do not read choices. Record first mention.*)

Anything else? (*Record all other mentions.*)

	<b>First mention</b> <i>(Circle one only)</i>	<b>Other mentions</b> <i>(Circle all that apply)</i>
a. Eat healthy .....	1	1
b. Get more physical activity/exercise .....	2	1
c. Eat healthy and get more physical activity/ exercise .....	3	1
d. Take care of your heart .....	4	1
e. You have control of your health .....	5	1
f. Eat less fat.....	6	1
g. Eat more fruits and vegetables.....	7	1
h. It's easy to eat healthy foods.....	8	1
i. It's easy to get physical activity/exercise.....	9	1
j. You have choices.....	10	1
k. Other ( <i>specify</i> ).....	11	1

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B2. Is there anything you particularly **like** about this concept? (*Do not read choices. Record first mention.*)

Anything else? (*Record all other mentions.*)

	<b>First mention</b> ( <i>Circle one only</i> )	<b>Other mentions</b> ( <i>Circle all that apply</i> )
a. Everything.....	1	1
b. Nothing .....	2	1
c. Overall look .....	3	1
d. Attention getting/interesting .....	4	1
e. Overall positive tone.....	5	1
f. Easy to understand/follow .....	6	1
g. Ideas/message are important .....	7	1
h. Ideas/message are true .....	8	1
i. It speaks to me/someone like me .....	9	1
j. Contains useful information .....	10	1
k. Information is new to me .....	11	1
l. Like phrase "Take Charge of Your Health".....	12	1
m. Like phrase "Take Action, Make your Move".....	13	1
n. Like phrase "Take down fat, So many choices" ....	14	1
o. Like phrase "Take 5 fruits & veggies".....	15	1
p. Like picture of family (in umbrella) .....	16	1
q. Like "check man" picture (in umbrella) .....	17	1
r. Like other pictures/drawings ( <i>specify</i> ).....	18	1
_____		
s. Like the colors .....	19	1
t. Other ( <i>specify</i> ).....	20	1
_____		
_____		
_____		

B3. Is there anything you particularly **dislike** about this concept? (*Do not read choices. Record first mention.*)

Anything else? (*Record all other mentions.*)

	<b>First mention</b> (Circle one only)	<b>Other mentions</b> (Circle all that apply)
a. Everything.....	1	1
b. Nothing .....	2	1
c. Overall look .....	3	1
d. Not attention getting/interesting .....	4	1
e. Overall tone .....	5	1
f. Difficult to understand/follow .....	6	1
g. Ideas/message are not important.....	7	1
h. Ideas/message are not true .....	8	1
i. Does not speak to me/someone like me.....	9	1
j. Does not contain useful information .....	10	1
k. Information is not new to me.....	11	1
l. Dislike phrase “Take Charge of Your Health” .....	12	1
m. Dislike phrase “Take Action, Make your Move” ..	13	1
n. Dislike phrase “Take down fat, So many choices”	14	1
o. Dislike phrase “Take 5 fruits & veggies” .....	15	1
p. Dislike picture of family (in umbrella) .....	16	1
q. Dislike “check man” picture (in umbrella) .....	17	1
r. Dislike other pictures/drawings ( <i>specify</i> ).....	18	1
_____		
s. Dislike the colors .....	19	1
t. Other ( <i>specify</i> ).....	20	1
_____		
_____		
_____		

## SECTION C: QUESTIONS FOR 2ND CONCEPT

(*Display 2nd Concept.*) Here is the second version of the concept. You will notice that the right side of the concept is the same as the one we just looked at, but the left side is different. (*Point to left side.*) I would like you to focus on the left side.

C1. Is there anything you particularly **like** about this part of the concept? (*Do not read choices. Record first mention*) Anything else? (*Record all other mentions*).

	<b>First mention</b> ( <i>Circle one only</i> )	<b>Other mentions</b> ( <i>Circle all that apply</i> )
a. Everything.....	1	1
b. Nothing .....	2	1
c. Overall look .....	3	1
d. Attention getting/interesting .....	4	1
e. Overall positive tone.....	5	1
f. Easy to understand/follow .....	6	1
g. Ideas/message are important.....	7	1
h. Ideas/message are true .....	8	1
i. It speaks to me/someone like me .....	9	1
j. Like phrase “Take Charge of Your Health”.....	10	1
k. Like picture of family .....	11	1
l. Like “check man” picture .....	12	1
m. Like other pictures/drawings ( <i>specify</i> ).....	13	1
_____		
n. Like the colors .....	14	1
o. Other ( <i>specify</i> ).....	15	1
_____		
_____		
_____		

C2. Is there anything you particularly **dislike** about this part of the concept? (*Do not read choices. Record first mention.*)

Anything else? (*Record all other mentions.*)

	<b>First mention</b> ( <i>Circle one only</i> )	<b>Other mentions</b> ( <i>Circle all that apply</i> )
a. Everything.....	1	1
b. Nothing .....	2	1
c. Overall look .....	3	1
d. Not attention getting/interesting .....	4	1
e. Overall tone .....	5	1
f. Difficult to understand/follow .....	6	1
g. Ideas/message are not important.....	7	1
h. Ideas/message are not true .....	8	1
i. Does not speak to me/someone like me.....	9	1
j. Dislike phrase “Take Charge of Your Health” .....	10	1
k. Dislike picture of family .....	11	1
l. Dislike “check man” picture .....	12	1
m. Dislike other pictures/drawings ( <i>specify</i> ).....	13	1
_____		
n. Dislike the colors .....	14	1
o. Other ( <i>specify</i> ).....	15	1
_____		
_____		
_____		

**SECTION D: COMPARISON OF TWO CONCEPTS**

*Display Concept A and Concept B side-by-side.*

D1. You have seen two versions of the concept and mentioned some of the things you like and dislike about each. The difference in the two versions is just on the left side (*point to the two umbrella sections*). Overall, which of these two versions would you say you like the best?

- Concept A (yellow abstract family) ..... 1
- Concept B (blue family)..... 2
- No preference ..... 3 (*Go to D2*)

D2. (*If respondent selected “no preference.”*) If you absolutely had to chose between the two concepts, which would you chose?

- Concept A (yellow abstract family) ..... 1
- Concept B (blue family)..... 2
- No preference ..... 3

## SECTION E: ALTERNATIVE TAGLINES

The people who developed these concepts were thinking about different words that could be used. I want to know what you think about some different wording.

### Take Down Fat

*Display the concept they liked best*

First let's look at this part. (*Point to "Take down fat" bubble.*) Think about the words - "Take down fat, So many choices" - and how the words go with the pictures.

E1. I am going to read you some statements about this part of the concept. Please tell me whether you agree strongly, agree somewhat, are not sure, disagree somewhat, or disagree strongly. You can refer to this card as you choose your response. (*Hand participant card with response choices.*)

	<b>Disagree strongly</b>	<b>Disagree somewhat</b>	<b>Not sure</b>	<b>Agree somewhat</b>	<b>Agree strongly</b>
a. It is easy to understand.....	1	2	3	4	5
b. The words go with the pictures.....	1	2	3	4	5
c. It makes me want to try to eat less fat.....	1	2	3	4	5
d. It gives me ideas how to eat less fat .....	1	2	3	4	5

E2. Now I am going to show you some different words that could be used. (*Place bubble with “It’s all in the choices, portions, and preparation” on top of “Take 5” bubble.*) Again, think about the words - “Take down fat, It’s all in the choices, portions, and preparation” - and how the words go with the pictures.

I am going to read you some statements again. Please tell me whether you agree strongly, agree somewhat, are not sure, disagree somewhat, or disagree strongly. You can refer to the card again.

	<b>Disagree strongly</b>	<b>Disagree somewhat</b>	<b>Not sure</b>	<b>Agree somewhat</b>	<b>Agree strongly</b>
a. It is easy to understand.....	1	2	3	4	5
b. The words go with the pictures.....	1	2	3	4	5
c. It makes me want to try to eat less fat .....	1	2	3	4	5
d. It gives me ideas how to eat less fat .....	1	2	3	4	5

E3. Now I am going to show you another alternative. (*Place bubble with “You’ve got options” on top of “Take Action” bubble.*) Think about the words - “Take down fat, You’ve got options” - and how the words go with the pictures.

I am going to read you some statements about this part of the concept. Please tell me whether you agree strongly, agree somewhat, are not sure, disagree somewhat, or disagree strongly. You can refer to the card again.

	<b>Disagree strongly</b>	<b>Disagree somewhat</b>	<b>Not sure</b>	<b>Agree somewhat</b>	<b>Agree strongly</b>
a. It is easy to understand.....	1	2	3	4	5
b. The words go with the pictures .....	1	2	3	4	5
c. It makes me want to try to eat less fat .....	1	2	3	4	5
d. It gives me ideas how to eat less fat .....	1	2	3	4	5

E4. You have seen three alternatives: “So many choices”; “It’s all in the choices, portions & preparation”; and “You’ve got options.” Which one do you like the best? (*Write a “1” next to the first choice.*) Second best? (*Write a “2” next to the second choice.*) (*Or place a ✓ next to “no preference.”*)

So many choices ..... \_\_\_\_\_

It’s all in the choices, portions, & preparation . \_\_\_\_\_

You’ve got options ..... \_\_\_\_\_

No preference ..... \_\_\_\_\_ (*Go to E5.*)

E5. (*If participant selected “no preference.”*) If you absolutely had to choose among these alternatives, which would you say you like best? (*Write a “1” next to the first choice.*) Second best? (*Write a “2” next to the second choice.*) (*Or place a ✓ next to “no preference.”*)

So many choices ..... \_\_\_\_\_

It’s all in the choices, portions, & preparation . \_\_\_\_\_

You’ve got options ..... \_\_\_\_\_

No preference ..... \_\_\_\_\_

## Take Action

Remove alternative “Take down fat” bubbles.

Now let’s look at this part of the concept. (*Point to “Take action” bubble.*) Think about the words - “Take action, Make your move” - and how the words go with the pictures.

E6. I am going to read you some statements. Please tell me whether you agree strongly, agree somewhat, are not sure, disagree somewhat, or disagree strongly. You can refer to the card again as you choose your response.

	<b>Disagree strongly</b>	<b>Disagree somewhat</b>	<b>Not sure</b>	<b>Agree somewhat</b>	<b>Agree strongly</b>
a. It is easy to understand.....	1	2	3	4	5
b. The words go with the pictures.....	1	2	3	4	5
c. It makes me want to start getting more physically active.	1	2	3	4	5
d. It gives me some ideas about things I can do to be more physically active.....	1	2	3	4	5

E7. Now I am going to show you some different words that could be used. (*Place bubble with “Walk, Play, Dance” over the “Take down fat” bubble.*) Think about the words - “Take Action, Walk, play, dance” - and how the words go with the pictures.

I am going to read you some statements. Please tell me whether you agree strongly, agree somewhat, are not sure, disagree somewhat, or disagree strongly.

	<b>Disagree strongly</b>	<b>Disagree somewhat</b>	<b>Not sure</b>	<b>Agree somewhat</b>	<b>Agree strongly</b>
a. It is easy to understand.....	1	2	3	4	5
b. The words go with the pictures.....	1	2	3	4	5
c. It makes me want to start getting more physically active.	1	2	3	4	5
d. It gives me some ideas about things I can do to be more physically active.....	1	2	3	4	5
e. Walking, playing, and dancing are activities I like to do.....	1	2	3	4	5

E8. You have seen two alternatives for this part of the concept. One says, “Take action, Make your move.” (*Point to bubble with “Make your move.”*) The other says, “Take Action, walk, play, dance.” (*Point to bubble with “Walk, Play, Dance.”*) Which one do you like the best?

Make your move..... 1

Walk, play, dance ..... 2

No preference ..... 3 (*Continue to E8*)

E9. (*If respondent selected “no preference”.*) If you absolutely had to chose one of these alternatives, which would you say you like best?

Make your move..... 1

Walk, play, dance ..... 2

No preference ..... 3

## SECTION F: USE OF CONCEPT

The last thing I want to ask you about is how the Office of Nutrition could best get these messages out. The purpose of the message is to motivate people to eat more healthfully (especially to eat less fat and more fruits and vegetables) and to get more physical activity. I want to get your ideas about where the message could appear so that you would see it and it would motivate you.

Keep in mind that usually just part of the concept would appear, not the whole concept. For example, a billboard or a poster might show just this part of the concept (*point to umbrella section*).

F1. I am going to list some places that the message could appear. For each location, please say “yes” if you think that would be a good place to display the message or “no” if you do not think it would be a good place.

	Yes	No	NA*
Billboards .....	1	2	3
Posters in health clinic, doctors’ offices .....	1	2	3
Posters in WIC offices .....	1	2	3
Posters in Food Stamp office .....	1	2	3
Posters in your workplace .....	1	2	3
Signs on the outside or inside of buses or MARTA trains	1	2	3
Posters or signs in the grocery store.....	1	2	3
On T-shirts .....	1	2	3
On tote bags .....	1	2	3
Refrigerator magnets for your home .....	1	2	3
Plastic cups.....	1	2	3
Calendar for your home .....	1	2	3
Pamphlets from the health clinic, doctor’s office .....	1	2	3
Stickers for children .....	1	2	3
Key chains.....	1	2	3

\* Not applicable

F2. Are there any other places this message could appear that would remind you to eat healthy foods and get more physical activity?

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**Close**

Thank you for taking the time to speak with me today. Your opinions and comments are very helpful!