



**NOVA Regional TB Taskforce  
Tuberculosis Regional Ad Campaign  
Moderator's Guide  
February 5, 2018**

**Welcome**

Welcome and thank you for joining me this evening. My name is \_\_\_\_\_ and I am working on an educational campaign for Northern Virginia. We need your help in developing an ad campaign which will be seen all across Northern Virginia.

- You're here because we want to hear your opinions. Your identity and anything you say will remain confidential. Your name(s), or contact information will not be given to anyone, and no one will contact you after this conversation is over.
- Feel free to say what is on your mind. If you have something negative to say, it's all right. I just want to hear your opinion.

**1. KNOWLEDGE AND AWARENESS OF TB**

I'm going to read you a few statements and I want you to say whether you agree or disagree. Please hold up the **blue card** for **AGREE** and the **yellow card** for **DISAGREE**. Ready?

- **Tuberculosis is a serious disease.**
- **TB can't be cured.**
- **Anyone can get TB.**
- **Coughing is a warning sign of TB.**
- **The only way to know if you have TB is to be tested.**
- **To get tested for TB, I have to have health insurance or money to pay for it.**
- **TB can be prevented.**
- **Most people with TB don't know they are infected.**
- **I know where to go to get a TB test.**

## 2. MESSAGING

We want to create an advertising campaign that will educate people about TB. I'm going to show you some messages that were developed for the campaign. After I read them to you, I want you to tell me the 3 that you like the best, with 1 being what you like the most. After I read each one, you'll have about a minute to put them in order. (**NOTE:** Distribute handout #1 and read each message aloud. Ask participants to place a number beside their **top 3 choices.**)

- **Anyone can get TB.**
- **Even if you have gotten the TB vaccine in the past, you can still get TB.**
- **Most people with TB do not know they are infected.**
- **Many immigrants in the US were infected in their home country and don't know that they have TB.**
- **TB can be treated and cured.**
- **Taking medications as prescribed by your healthcare provider can cure TB.**
- **A cough that won't go away could be the first sign of TB.**
- **TB can be prevented.**

### **Questions about the proposed messages.**

- a. Did you have a hard time choosing your top 3? If yes, why? If no, why not?
- b. Why did you choose these?
- c. Was there any message that you really hadn't heard before?
- d. Is there anything that you'd change to make any of these messages better?

## 3. REACTIONS TO ADVERTISING CAMPAIGNS

I'm now going to show you some ads that have already been created to educate the public about TB. I'll show them to you one at a time, then, I'll then ask you a few questions about each ad. Ready? (**NOTE:** Show each ad individually).

- a. First, what do you think this ad is trying to tell you? (Probe: What's the first thing that came to your mind?)
- b. Is there anything in the ad that you think is hard to understand or confusing? If yes, what would you change to make it easier to understand?
- c. Would this ad catch your attention? Why or why not?
- d. Who do you think this ad is talking to? (Probe: everyone, people from my country)
- e. Is there anything you really **Like** about the ad? If yes, what and why? (Probe: colors, layout, pictures)
- f. **Dislike?** If yes, what and why?
- g. Is there anything that you would change?
- h. What is this ad asking you to do? Anything else?
- i. Would this ad motivate you to (Probe: Visit the website? Share this information with your friends and family? Ask your healthcare provider about TB? Learn more on your own?)

**NOTE:** Take another look at these ads and again **rank your top 3**, with 1 being the one you like the most. Take a minute to put them in order.

**Questions about the advertising campaigns.**

- a. Did you have a hard time choosing **your top 3**? If yes, why? If no, why not?
- b. Why did you choose these?
- c. Was there any message that you really hadn't heard before?
- d. Is there anything that you'd change to make any of these messages better?

**4. MEDIA HABITS/COMMUNICATIONS CHANNELS**

Tell me the **top 3 places** you would put this information so that people from the [name ethnic community] would easily see or hear it. Simply, where would you promote this campaign? (Probe and record the name of specific media outlets and community-based sites: newspapers, cable channels, Facebook, community center, church, doctor's office)

Location / Venue 1:

Location / Venue 2:

Location / Venue 3:

How about other people in your family – younger or older – (Probe: What is the best way to reach them with this information?)

Do you have any final thoughts you'd like to add?

Thank you for taking time out of your busy schedule to talk with me.