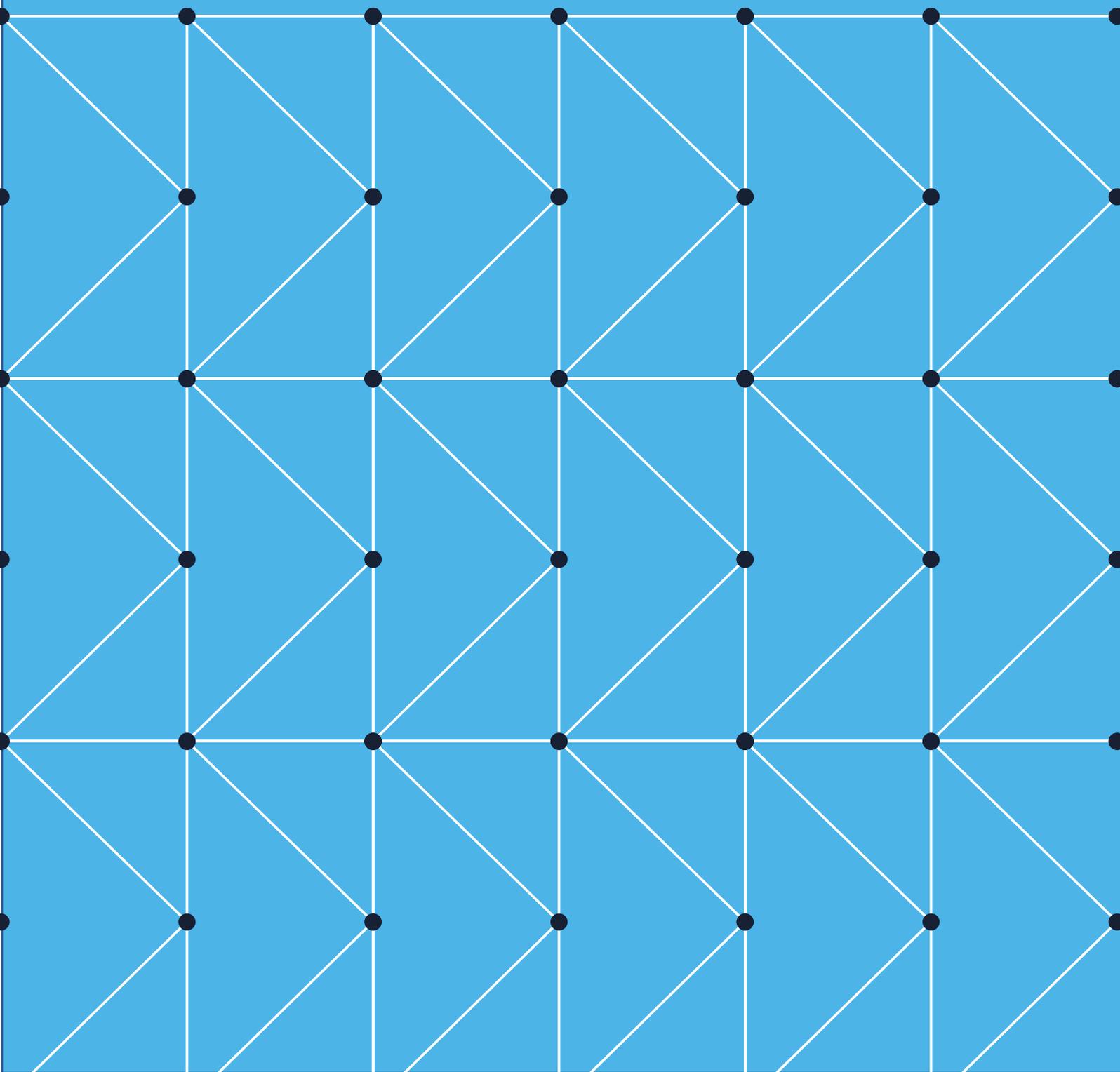


Topic Guide

HCPs

10.12.2019



Discussion Guide –45-60 minutes – Professionals

Note: This will involve a 40-minute in-depth interview. This may be over the phone or face-to-face and can be conducted during or after hours.

INTRODUCTION (2 MINS):

- **Thank them for their time and for their participation in this research**
- **Inform them of the ground rules, recording, and timing**
- **N.B. Confirm that they are registered smear takers and take cervical smear tests in their practice/ centre**
- **Reassure them that this is completely confidential, and results will be aggregated and no personally identifiable information will be disclosed (unless they specify).**
- **Explain purpose of the research and role of Core Research, read out below:**

The purpose of this research is to get your views on the new communication campaign regarding the future cervical screening method that will be introduced in Ireland in 2020. Your feedback will help to improve and optimise these communications and will ensure that the information that is provided is clear, comprehensive and easy to understand.

We will show you a few sample and draft materials that women may receive before, during and after cervical screening (formerly known as a smear test).

There are three sections to this task:

Section 1: *We would like to get your feedback on the Key messaging to announce the change And description of the method*

Section 2: *We would like you to review 4 letters that will be sent to women (before, during and after screening)*

Section 3: *We would like to get your view on the look & feel of three possible creative routes.*

This should take no longer than 60 minutes.

WARM-UP (5 mins)

Tell me about your role:

- where is your practice/ centre located? (if over the phone)
- how long have you been working there?
- how many smear takers (General Practitioners / Practice Nurses) are there in your practice/ centre?

Aware of the new HPV Cervical Screening:

- Are you aware that in 2020 a new method of Cervical screening will be introduced?
- How do you feel about this?
- And what do you think will be important to communicate?

Moderator: For the rest of the discussion we will be looking at/show you a few materials that women receive before, during and after screening (formerly known as a smear test) and we would like to get your feedback on them. We would also like to get your opinion on a few different designs for potential ads.

Section 1: Key messages:

To start, we would like to show you 5 messages that could be used to announce this new method. These messages may appear in a poster, radio ads, etc. Please read each of the messages in detail.

For Messaging stimulus ask:

- What is your first reaction?
- Is the language clear? Anything unclear? Ambiguous?
- How easy or not is it to understand?
- Are the changes to the screening process clear? Anything unclear?

- Do you think women will feel more/less informed? Why?
- What piece of information do you feel is most important?

- Tone: what is your impression?
- Is there anything that you would change?
- Is there anything that you feel is unnecessary or that you wouldn't need in order to understand the information?

Specific questions: Gender neutral language - if it does not come up unprompted, probe:

- Women / people with a cervix – is this clear?
- How do you feel about this?

For Headline & sub headline stimulus ask: Based on what you know.....

- What is your first reaction?
- What is your favourite / least favourite option? Why?
- Is there any you would prefer? And why is that?
- Based on the messaging we just discussed, which headline / tagline works best (i.e. clear/easy to understand)?

Section 2: Letters

For Letter stimulus: Participants will be instructed to read through the letter by themselves and complete an evaluation form, we will then discuss, and ask:

- What is your first reaction?
- Is the language clear? (0-10 score) Anything unclear? Ambiguous?
- How easy or not is it to understand? (0-10 score)

- Are the changes to the screening process clear? Anything unclear?
- How comfortable are you with the information? (0-10 score)
- What piece of information do you feel is most important?
- Tone: what is your impression?
- Is there anything that you would change?

Specific questions to probe for the letters:

- Women won't be able to just make an appointment for cervical screening. They will be invited as usual when their next smear is due. Is "called" or "invited" a better word to use?
- How helpful or not is it to say that it used to be called a 'smear test'? why do you say that?
- How important is it to have the symptoms in there?
- Which closing line is better? Why do you say that?

Section 3: Look & Feel

For Visual stimulus ask:

- What is your first reaction?
- Likes and dislikes
- What is your favourite / least favourite option? Why?
- Look and feel
- Describe the mood
- Does it fit with what you expect from HSE / Cervical Screening Programme?
- Probe on animations vs people – which works better?
- Messaging and visuals – what combination would work best?
- Is there anything that you would change?
- How do the logos make you feel? Do you think they should be more prominent?

Specific questions for visuals:

- Is having GP/practice nurse in the copy important?