

Interview Guide

Introduction

I am going to go through this pamphlet about stroke with you. I am going to ask you to read the pamphlet section by section. I will ask you to tell me out loud your understanding of what is written in the pamphlet.

Any questions?

Ok, please read the first section here.

Front Panel (When it comes to stroke, time is everything):

1. What thoughts come to mind when you look at this cover?
2. What do you understand by the sentence “When it comes to stroke, time is everything?”

Now, please read the second section (First inside panel- stroke definition):

Section 2

1. After reading section 2, what thoughts come to mind?
2. What do you understand by that sentence? *stroke is when a clot gets trapped
If the response is not clear, then probe:
Can you tell me more?

Now, please read the third section. (Section 3- stroke happens)

3. When you read “Stroke is common”, what does that mean to you?
4. What do you understand by “someone has a stroke every 40 seconds?”
5. What do you understand by the word “disability?” What do you understand by the sentence “Disability caused by a stroke can leave a person unable to do normal, everyday activities?”

Now please read the fourth section (Section 4- stroke is an emergency)

6. What does “Stroke is an emergency!” mean to you?
7. Clock note: What thoughts come to mind when you read “The longer a stroke goes without treatment, more of the brain dies?”

Now please read the fifth section. Section 5 (bullet point 3 – signs suddenly happen and F.A.S.T.)

8. What does “suddenly” mean to you?
9. How does this sentence make you feel?- * don’t wait
10. What does it mean to you when you read “Don’t wait for the signs to go away/Stroke is Serious!”
11. Do the graphics/color have any impact on your emotions or understanding?
12. After having read “face drooping,” what do you understand it to mean?
13. After having read how to check for face drooping, what do you understand by the ways to check for face drooping?
14. After having read “arm weakness,” what do you understand it to mean?
15. After having read how to check for arm weakness, what do you understand by the ways to check for arm weakness? * more detail
16. After having read “speech difficulties,” what do you understand it to mean?
17. After having read how to check for speech difficulties, what do you understand by the ways to check for speech difficulties?

Now, please read the sixth section (second guessing sign):

18. After reading “Notice just one sign. Don’t second guess if it is a stroke,” What does that mean to you?
19. “Time to call 911. Make it the First thing you do!” What does that mean to you? Probe* 1st thing you do.
20. What do you understand by the sentence "Get an ambulance as soon as symptoms start!"
21. How do you feel about the message “Get an ambulance as soon as symptoms start?”

Now please read the seventh section. Section 7 (outside of pamphlet)

22. What do you understand by “It’s treatable. There is medicine, called tPA, to treat stroke- but it can only be given at the hospital?”
23. What catches your attention first?
24. What do you understand by "Time is everything. Call 911 and get to the hospital as soon as stroke symptoms start!"
25. What do you understand by “Faster treatment means better recovery?”

Now please read the eighth section Section 8 (tPA pipe example): Tell me your understanding of this pipe example?

26. If the participant does not explain how tPA works in the previous response, prompt:
After having read this section, How would you explain how tPA works in your own words?

Now please read the ninth section. Section 9 ("It's easy as 1,2,3"):

27. What do you understand by the three steps described here?
28. Do you feel confident after having read this pamphlet that you would be able to follow the steps if you needed to?

In what order would you open/read the pamphlet?

- Take notes how they describe.

Video Interview Guide:

I am going to play a video about stroke. I will be pausing the video to ask your understanding of what you see and hear in the video.

Do you have any questions?

Ok, let us get started.

32s:

- What is your impression of the introduction?
- What message did you get from the video so far?
- What thoughts come to mind when you see the Flint landmarks?

1:07s:

Can you understand the lyrics?

What stands out to you in that portion of the song?

What is your understanding of the message so far?

Is there anything that you do not understand?

1:42s:

- Are there any other messages that you understand from the video?
- Does the singing in the video help or prevent you from understanding the message?

2.15s:

- What are your current thoughts on the video?
- What questions come to mind as you watch?

3.29s:

- After watching the skit, what do you understand as signs of stroke?
- What thoughts come to mind when you watch this skit?

The end:

- T=Time to call 911
- What does the ending of the skit make you think?
 - o What do you understand by the sound of the Sirens?
 - o What do you understand by T (time to call 911)?

General Comments. Now, I am going to ask you some questions about your overall impression of the video.

- What is your overall impression of the video?
- What did you like about the video?
- What did you dislike?
- Do you prefer the video or the pamphlet, or both together for best understanding of stroke, stroke signs, and what to do if experiencing stroke signs?

Lastly, some questions for classification purposes...

- Are you male or female?
 - o Male
 - o Female
- How old are you?
 - o (Write age below.)
- How would you describe your ethnicity?

- Hispanic or Latino
 - NOT Hispanic or Latino
 - Unknown/ Not Reported

- How do you describe yourself?
 - Black or African American
 - White (Caucasian)
 - American Indian or Alaska Native
 - Native Hawaiian or Other Pacific Islander
 - Asian
 - Hispanic or Latino
 - other (write here) _____

- How far did you go in school?
 - no school/ kindergarten
 - 1st - 8th grade
 - 9th – 12th grade, no diploma
 - completed high school
 - some college, no degree
 - finished college
 - post-graduate/professional

- Before coming to the hospital, had a doctor ever told you had a stroke?
 - Yes
 - No

That is all. Thank you very much for your time!