

Name	State	Age	Ethnicity	Pregnant Now	Prev. Preg/Child Plan for Preg	Blood Clot Dx
Amber O	CT	31-40	Caucasian	N	N	Maybe Y
Ameerah	NJ	31-40	African American	N	Y	N Y
Angela M	GA	41-45	African American	N	Y	N Y
Debra T	SC	41-45	Caucasian	N	Y	N Y
Erin B*	OK	31-40	Caucasian	N	Y	Maybe N
Jessica A*	NY	41-45	Caucasian	N	Y	N N
Kim S*	AZ	18-30	Asian American	N	N	Yes N
Mary V	CA	18-30	Caucasian	N	N	Maybe, not m Y
Mollie P*	OH	18-30	Caucasian	N	N	Maybe, not m N

*Never experienced a clot, no family history of clot

Family Hx	Marital Status	Income	Education	Schedule	Contact	Screener
Y	Divorced, living	Under 50K	Some College	6/29, 3:30 pm ET	Sara	Lisa
N	Live w/SO	50-75K	Some Grad School	7/5, noon ET	Lisa	Lisa
N	Separated	50-75K	College Grad	6/29, 3 pm ET	Lisa	Lisa
N	Married	Under 50K	College Grad	6/30, 1pm ET	Lisa	Lisa
N	Married	100K or more	College Grad	6/30, noon CT	Lisa	Lisa
N	Married	50-75K	College Grad	7/5, 8pm ET	Lisa	Lisa
N	Single	75-100K	Post Grad Grad	6/29, 10am PT	Lisa	Lisa
N	Single	Under 50K	College Grad	6/30 11am PT	Sara	Lisa
N	Single	Under 50K	College Grad	7/5, 2pm ET	Lisa	Lisa

WEB BANNER

Loved the design of the banners - colors, spacing, font, imaging, font size, etc. Said it is very "eye-catching."

Banners not difficult to understand, conveys message that women who are pregnant might be at risk for a blood clot and to have a plan to prevent blood clots.

First banner is not engaging, but looks "very nice."

Second banner is very engaging - favorite - and makes her "want to click right away to find out more."

Third banner - Does not like "spoil your joy," because she does not like "joy" and "blood clot" in the same message due to a personal blood clot experience. Also said she likes the idea of this message, but not the wording.

Fourth banner - Wonders if it only applies to people who have had blood clots and know what STC-STW is already.

Likes image of baby in the stomach. Gives her a "good feeling" about what pregnancy is and means.

Likes that the banners focus on the seriousness and urgency of understanding your risk and protecting your baby (specifically Banner #2)

Likes that these images "showed pregnancy right off the bat" even if you don't read the words, you know what you're looking at.

She would click through on any of the banners to see more info.

WEB PAGE

Likes that it is "clean and easy to read" - likes large text and website colors.

Likes the statistics in the rotating banners because they convey "urgency of the situation in a good way."

Likes that the website very clearly encourages women to "have a plan to prevent blood clots when pregnant."

Loves images of a belly with footprint in it and trimesters.

Did not like the image under "blood loss" with baby hanging upside down, asked if that happens when delivering a baby.

Did not like image at bottom with baby in stomach and umbilical cord - said it was not appealing to look at the umbilical cord.

Moved through the site from top to bottom with ease and read every word. Said she would definitely read this information and share it with people she knows, primarily on Facebook and via email.

Thinks this information is "absolutely important" and "not talked about enough."

Thought it was confusing to have the Infographic in the middle of the website and not at the end, because she thought she was at the end when she got to the Infographic.

Suggested adding "floating" share buttons that follow visitor through the site (floating nav bar), so that the viewer can share to social media or via email at any time, and not have to wait until the end to share.

Likes Stop the Clot, Spread the Word™ - said it makes people want to take action ASAP.

Stated that website met goal, very straight forward, clear-cut, conveys urgency of situation, and overall "loves it."

Suggested adding a Find-A-Doctor tool to this page so women can find an OBGYN who knows about blood clots.

She would share website and info she sees there with her friends and on social media.

INFOGRAPHIC

Emphasized many of the same likes as website: colors, font, graphics, layout, easy to read, easy to understand, conveys message of risk and prevention clearly.

Does not like "spoil your joy" message.

Same comments about the images as when discussing website. Likes footprints and stomach, likes trimester, does not like baby with umbilical cord.

Likes the facts and statistics, makes it "more real."

She would definitely share this on social media.

RISKS CHECK LIST (At Red Bouncing Icon)

States that document clearly conveys the need for women to find out if they are at risk for blood clots, and talk to their doctors about their risk.

States she would "absolutely take this check list to her doctor to discuss risk and prevention."

Likes that this document is interactive and has a personal component to it, and that is "shows actual risk."

PREVENTION PLAN (downloadable at bottom)

Favorite component to the website. Likes that it has a lot of information and a prevention plan to discuss with a doctor. Likes that it has risk, signs and symptoms all in one place.

States she would "absolutely" take this to her doctor.

Likes that this document is interactive and says it will encourage women to talk to their doctors if they are concerned about a blood clot.

Likes that it emphasizes having a plan in connection with the messaging on the website.

RISK FACTORS (downloadable at bottom)

Suggested that the text be bigger because it is a little hard to read due to the size of the icons.

Does not like that this document is not as "interactive" as the other documents, but still has helpful information for someone who does not know their blood clot risk.

Said she would likely follow-up with her doctor if she thought one of these risk factors applied to her.

Likes the checklist better.

WEB BANNER

She slowly reviewed individual banners. Said wording is clear and understandable.

Overall, she thinks the message is that "there is a high risk of blood clots due to pregnancy."

The call to action is be aware of blood clots.

She would click on any of the banners for more information.

Information is credible and most important info stands out.

The images "make sense" and "work well" with the copy.

There is nothing she would change. She likes it all.

WEB PAGE

She slowly reviews the Web page. She likes "simple and informative" images. She read the page from top to bottom very methodically.

She thinks that the information is all clear and very informative.

Text on her tablet was small? She couldn't expand it.(seems to be isolated issue or an issue with her specific device. We couldn't replicate.)

She thinks the Web page is "very easy to navigate" and "nice to look at."

She doesn't find the language confusing or unclear.

She thinks the information "gets a little repetitive toward the end."

She doesn't see anything "scary" in the information.

She thinks the call to action is to be aware of your body and talk to your doctor if you think you have a blood clot.

This is information she would share with everyone she knows.

INFOGRAPHIC

She said she likes the way the infographic is an abbreviated version of the website.

She thinks it's laid out "really nice" and helps people get exactly what they are "looking for"

She would definitely share this information and she'd like to print it out and share it too.

RISKS CHECK LIST (At Red Bouncing Icon)

This is a good idea to have, as women may not remember everything they read on a website and can print this out and take it to the doctor.

Everything is clear and she would not change wording.

PREVENTION PLAN (downloadable at bottom)

She reiterates exact same points re: risks check list.

She says it's a good document for women to take to the doctor and the doctor can help the woman with it.

RISK FACTORS (downloadable at bottom)

She again reiterates points made about previous downloadable content reviewed.

WEB BANNER

Slowly read individual banners; likes the message of first banner most. Likes the idea of "take care of yourself." Likes that second banner points out blood clots are dangerous but can be prevented. **Thinks that wording of third panel should say "learn more about clots" instead of "don't spoil joy," because don't spoil joy is a mixed message vis a vis "cherish the experience."**

When viewing the banner as a whole, she is most drawn to the third panel, and "really likes" the image of the "hand and little feet" in the circle.

Words are "clear and easy to understand." Message "has 2 parts: be aware of blood clots if you are pregnant and talk to your doctor." Talk to your doctor means "get into details."

NBCA and CDC logos makes it more credible.

Likes the images being used.

Would only change "Don't let a blood clot spoil your joy."

Informative in a little space. Not scary.

Reports she would click through to website. The panel she likes the most is number 3, but she says "would probably click on any of them."

WEB PAGE

"Looks like there's a lot of information here." First attracted to slide with lung and PE information. Likes the "whole look." Reports she "loves the color red," so that might be her bias.

She reads/skims from top to bottom, noting key elements. Slowly takes it in and then goes back to the top. Drawn to images of stomachs with foot imprint, and thinks the most important information appears in the second panel with stomach/foot: The information under header "Dangerous blood clots can affect you and your developing baby." She thinks this information should be moved up above "Get the Facts"

..She thinks most important info is that which tells women a) blood clots are dangerous b) can also affect baby
..She thinks this info is more important than facts with #s that some women might not pay attention to or remember (info with #s is Get the Facts section)

Again, she likes wording "As you prepare for baby, don't forget to take care of yourself." She thinks this is a message women will pay attention to. She thinks this wording should be up higher too.

She moves through site and seems to understand the different sections, how they are set up, and the different info and items we are trying to share. She only "trips up" when she clicks on round risk icons, thinking they would take her to more information.

Knew intuitively that there were other assets on the page, inc the infographic, risks lists, and downloadable content at bottom.

She liked all images, but especially the stomach with foot. She didn't know what clock meant under risks, and thought it would help to "put a baby with it" to suggest "biological clock" (downloadable content she had clicked on)

She thinks all information is clear and easy to read. Likes the layout. Doesn't like "don't spoil your joy" and thinks facts should be moved under stomach with feet info.

She again identifies the call to action as "be aware of clots" and "talk to your doctor about details" - she understands women are encouraged to engage and stay engaged on the issue: "It's saying sit down and really talk about this because it's really important."

Reports she would "definitely share the link" - "I would share the link over all the other content because women need to have all of

the information"

Volunteers: "This is a great program and I really wish it had been out there before I had my blood clot."

INFOGRAPHIC

Sees mirroring with website, BUT notes that she prefers the way facts are "sandwiched in between the other important information" she felt needed to be moved up higher on the website.

Continues not to like "don't spoil joy."

Really likes "dots outlining stomach, because it's really cute how the information is presented that way."
Helps separate key pieces of information.

All language is clear and easy to understand. She would not change this, except for "don't spoil joy."

RISKS CHECK LIST (At Red Bouncing Icon)

Thinks this is a "great tool," because it "let's you see what your risks are when you're pregant and when you're not pregnant."

Likes that it has check boxes so you can fill it out and take to doctor.

She would definitely share and discuss with doctor.

Likes that it is simple and clear, and there's nothing fancy about this page (not a lot of other images). It's "all business" and this is what "should help when nervous and trying to talk to doctor."

PREVENTION PLAN (downloadable at bottom)

She reports that at first glance she "thought it was a lot of information." But, after she read closer, she "sees it's pretty basic stuff."

She really likes that this is something that can be used to highlight how you prevent clots and she would use it to make sure her doctor is "doing everything he should."

Again, she likes that it's simple and not "so fancy with designs that wouldn't be good to take in to the doctor."

She thinks the words and meaning are all clear and easy to understand.

RISK FACTORS (downloadable at bottom)

Thinks this is a great "reference" to see easily what your risks might be. Likes this document, but thinks the clock image should have a baby with it to indicate "biological clock" better. She thinks just a clock is not clear.

Thinks everything else is clear, easy to read and will help people learn "at a glance."

WEB BANNER

Jumped in quickly and immediately reacted to image with baby in stomach, saying "I especially like the little lady with a baby because it tells me right away what this is about."

Adds: "It reminds me of the book What to Expect When You're Expecting."

Second red banner would cause her to click on it immediately. If she were pregnant she would see this as "important new news." And it would tell her she needs to pay attention.

She likes the third panel, and the theme "...Don't let a blood clot spoil your joy," because she thinks that it "balances good and potentially bad news"

She thinks 2nd red banner should say "make a prevention plan with your doctor," because too many people give each other advice on the Internet and don't consult with doctor.

She "loves" hand with little feet at third panel, and that the "baby feet are perfect....so cute."

She does not see anything scary in the content. She views it as straightforward and clear.

Thinks NBCA and CDC logos make it credible and "trustworthy."

She says, "overall, I think it's awesome."

WEB PAGE

As she peruses the Web page independently, she says "second banner on top really catches her attention."
Adds that the "third banner is an attention grabber"

She likes that the final banner has a link or anchor to specific information below, and she likes that it does that and thinks others should too.

She wants to scroll past words under banners and get to red blocks.

She loves the stomach with foot print.

She thinks we are sharing "really very good information"

"Language is clear and the information is really helpful"

She likes the silhouette of the women and how it shows this applies throughout pregnancy.

When pressed to offer comment on anything that might be unclear, improved, changed, she repeatedly says:
"I just love it all. I think it's all great."

She would share this information with friends, family.

INFOGRAPHIC

At the top of the infographic, she thinks we need to say or explain how blood clots are dangerous to baby.

Very happy to see emphasis placed on "talk to your doctor."

She would definitely share this.

She asks if we might want to add something re: May Thurner Syndrome to this.

RISKS CHECK LIST (At Red Bouncing Icon)

She says this is very helpful to everyone who might be pregnant and thinking about getting pregnant.

She says she would definitely use this with OB.

She likes that it is very detailed but easy to understand.

PREVENTION PLAN (downloadable at bottom)

"This is a great tool for pregnant women to keep handy or pin to the refrigerator."

This should be very helpful and maybe doctors can give it to their patients to use.

She would share it. She does not see anything unclear, confusing.

She does not think it is too much information .

RISK FACTORS (downloadable at bottom)

She reiterates that this tool is a useful resource for women who are pregnant or planning to be pregnant some day.

She thinks it is clear and well organized for all women to understand, even if this is their first time reading about blood clots.

She doesn't think the clock makes sense and suggests we add something to it to help people understand it better. I asked if adding a baby or connecting a baby to the image might help, she said "yes." When asked previously how might we improve the image, she simply said she did not know.

WEB BANNER

Reviewed each panel quickly. Liked the design, expressed interest in the topic.

She understands it's important, and may be something she needs to think about if she were to have more children or become pregnant again.

The pictures are "cute" and the design is "fresh"

She would click on either the 2nd, 3rd or 4th panel for more information.

Call to action is to understand how blood clots might impact pregnancy, but she doesn't know how. She is interested to learn more and would definitely click thru to learn more.

She wouldn't change wording. Thinks it is very clear. She likes "Expecting a Baby, Don't Let a Blood Clot Spoil Your Joy." She says "it makes me realize that there are things I have to do to protect myself and my baby that I might not know about when it comes to blood clots."

She is "intrigued" overall and wants to learn more.

WEB PAGE

Again, she moves quickly through the banners at top and proceeds through the Web page. She is interested in the topic, and reads quickly from top to bottom.

As she gets through core copy, she now better understands topic and says "this is really interesting...I never knew this." She begins to read more carefully through the next several sections of the Web page.

When she is complete, she points to the "fact boxes" as helping her quickly understand why this was important. The information that followed helped her understand how it might apply to her. "This helps me appreciate how lucky I was with my first two children. This could happen to anyone." She expresses concern that her doctor never discussed it with her.

When probed, she says she like the overall look of the site: "It's very contemporary and fresh and I like that...it looks serious too, not all flowery, so I know I need to pay attention. I love the stomachs with footprints, but the ladies seem old fashioned and don't fit. Everything else is great."

She did not understand the image with a clock, or said it didn't "work" for her, and says "maybe a clock with the figure of a woman or baby" will help. (downloadable content she clicked on)

She identifies that the call to action is 1) know "about this stuff" and 2) "know to talk to your doctor" about it...because "your doctor isn't always going to tell you this stuff."

She says she would definitely share the website with others in her family who are pregnant right now.

She also intends to discuss this with her doctor.

INFOGRAPHIC

She looks quickly at the infographic and acknowledges that it is repeating information on the Web page in a "shorter format." She thinks this is good for people who might want to get the information more quickly or in summary.

She thinks that info on the website about how this can affect baby should be included here too, because at the top it leaves you "hanging and looking for that information."

She would definitely share this with people she knows, and thinks it's a great start and then people get even more info from the website.

She would share this on social media too, because it's "really cool looking" and "easy to understand" and a "quick read."

RISKS CHECK LIST (At Red Bouncing Icon)

She quickly clicks on all downloadable content, and we try to focus her on each one individually.

She thinks the risks checklist is useful for people to review and maybe even talk with families about. She would definitely talk to her doctor about this, and bring it to the doctor's office to show him what she might check off on the list.

She is wondering about the different risk factors she sees on the list and says "oh yeah, I really want to talk to my doctor about this"

PREVENTION PLAN (downloadable at bottom)

She said this looked like a lot of information, but that it was easy to read and not complicated "once you get into it."

She would keep this handy "if I get pregnant again this would be valuable to me and my husband."

She would share this with friends and family too.

RISK FACTORS (downloadable at bottom)

She likes this and says "it's just another way to hammer home this really important information."

She thinks this is maybe "less clinical" looking than the risk factors checklist and people might like that.

Again, she doesn't like the clock image because she says "it's incomplete."

WEB BANNER

She thinks the design of each individual is good, and sees no need for changes. "Text is clear and creative and got my attention right away as someone who has been pregnant."

Banners not difficult to understand, conveys message that women who are pregnant might be at risk for a blood clot and to have a plan to prevent blood clots.

The second banner specifically would make her click through.

She likes the images and think it would be nice if there were several more, or similar images on every panel.

She is generally aware of blood clot risks in pregnancy, but doesn't know that much about is and this makes her want to learn more.

She would "probably" click on any banner to learn more. She has a daughter and nieces and wants to learn more for them.

WEB PAGE

She clicks through to Web page and says "I like what I see, but there's a lot here so let me read." She explains that she is reading different sections, and she moves from top to bottom. She click on links as she moves through the site.

She says the Web page was easy to navigate and "very logical." She liked that. She said "you only jump around when you have to or when information isn't presented logically."

She likes all of the images, and thinks they "connect good with the copy," but she does think that "the stomach with foot print is the best, just precious."

She said she would share this information on social media, "mostly Facebook," but also with "daughter and nieces by email."

She said that the call to action is clearly "be aware that this can happen to you if you're pregant and talk to your doctor so it doesn't."

She thinks maybe the only information missing is what to do when you do get a clot and you're pregnant, or a section that discusses more how blood clots are diagnosed and treated.

When probed, she said she did like the "Don't let a blood clot spoil your joy, because when you're pregnant you have this idea that everything will be perfect and it never is so you need to make sure to do everything you can to keep it all good."

INFOGRAPHIC

She said the infographic "looks sharp." Like others, she noted the info gap at the top re: what happens to the baby if you get a clot.

She repeats many of the same observations recorded when she reviewed the web page.

She would share this on facebook and with her family.

RISKS CHECK LIST (At Red Bouncing Icon)

She thinks a check list is a great tool for women who may be confused or scared but should discuss this with her doctor.

She would encourage her daughter to use this if she were pregnant.

PREVENTION PLAN (downloadable at bottom)

She liked this document as a "quick reference" that anyone can use to figure out if they have a clot and what to do next if they think they do."

She thinks this is a great document to keep handy when you're pregnant.

RISK FACTORS (downloadable at bottom)

She thought this document was helpful if you want to focus on risk factors, but that the risk factors check list in the middle of the Web page "does sort of the exact same thing."

She says she would probably share the risk factors check list with the boxes v. this one.

WEB BANNER

She liked the look of all four panels, saying "they work alone or together well."

She likes color combination and says she thinks the information is important, but would like to know more.

She thinks the main idea is focused on blood clot risks during pregnancy, but she doesn't know why and wants to know more.

When probed, she says it "does not hit me as frightening."

She would definitely click banner 2 or 3 for more info.

The words are clear and she wouldn't change any of them. She likes the theme, or "Don't let a blood clot spoil your joy."

The image with the baby feet in hands is her favorite, as she thinks it's "very sweet and draws you in."

WEB PAGE

When she clicked to the Web page she said "it is satisfying to see all of the detailed information here...this looks really good."

She read carefully from top to bottom, she noted downloadable content on the site, but didn't click at first. She scanned everything.

She said the site looked like it had "a ton of different information for women to learn from," and she liked that.

She liked the color scheme and the design, saying it was "very clean and easy to navigate."

The banners stood out and she liked those. She liked the blocks (get the facts) and also the stomach with footprint.

All of the information is clear. Nothing is confusing.

"It's very straightforward and I don't see the need to change anything."

She would share the website with social media contacts, but she would make sure people understood it was for women.

INFOGRAPHIC

After clicking on the infographic, she read it carefully from top to bottom. She said she can see where it is "pulling info" from website or is "part of that other program."

She likes how the information is very visual, and says it seems clear to hear.

When probed, she says it is not scary and there are no words or parts of the images she would change.

She would share this with her social media network.

RISKS CHECK LIST (At Red Bouncing Icon)

She likes the idea of having a check list that can be printed out and used later.

She would take this to her doctor if she found she was at risk or checked a box or boxes that indicate she's at risk.

She thinks check lists like this are helpful when people get a lot of information, because it's a good reminder of what they read on their phone or computer.

PREVENTION PLAN (downloadable at bottom)

When she opened the document, she remarked that it looks like a "litte guide" with lots of information. She likes that it's all in one place on one page.

If she were to be at risk for a blood clot, she says she would definitely use this document to help "keep me on track."

She thinks this is a good document to share with people because "everything you need to know is right there on one page."

RISK FACTORS (downloadable at bottom)

She thinks this "document is fine, but seems to repeat the other documents."

She probably wouldn't share this document, but only because there are others to share that do the same thing and more.

WEB BANNER

Overall banners are interesting and engaging. Likes first and fourth banners the most. Did not like the second banner as much - not interesting.

Conveys message of awareness re: blood clots during pregnancy. Message is easy to understand.

First banner - Would move the words "Stop the Clot" under 'don't forget.'

Second banner - Contains too much information that people are not going to want to read. Thinks it would be better with a grey background and black font, to grab reader's attention better.

Third banner - "Looks perfect" and really likes the image.

Fourth banner - "Perfect." Really likes the layout and the logos are "really eye-catching." Said CDC logo makes people want to read more, is reliable in her mind so she will click to find out more.

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WEB PAGE

Likes how the site scrolls and how text and images "pop up and slide" throughout, keeps her interest from top to bottom.

Notes website is simple and neatly organized, which makes it easy to read.

Does not like images with 'ABC blocks.'
Preferred to keep the boxes with the facts, but have no images with them - just a plain box.

Loves all other site images.

Loves how text is easy to read and understand, even if you don't know very much about blood clots.

She would share this with contacts and on social media.

INFOGRAPHIC

Likes Infographic, except for same sentiment about 'ABC boxes.'

Loves the layout and the ability to "print this out as a poster."

She would share this on social media.

RISKS CHECK LIST (At Red Bouncing Icon)

Looks good overall.

Would change language about 'speak to your healthcare provider' (bottom) to be bigger so it stands out more, too small to read.

Does not personally use print-outs, but thinks this document would be "great for people who want a printed out copy."

PREVENTION PLAN (downloadable at bottom)

Likes this document the best, says "will definitely use when she plans on having a baby."

Likes that it talks about more than just blood clots in the legs due to her personal experience with a blood clot in her abdomen.

RISK FACTORS (downloadable at bottom)

Really likes the graphics and is easy to read.

Wondered if there should be more information about how women would "know they were at risk if no one told them they were at risk, and they were not on birth control previously."

Thought maybe birth control as a risk factor should be added here for "women who are not planning to become pregnant right now, but maybe in the future."

Explained that women may find this information searching for information about birth control and might still need to know pregnancy is a risk factor too.

WEB BANNER

She reviews banner individually and says "they all look good." Clear and she basically understands the information. Doesn't recommend any words be changed.

She says the images are "cute," and they should "stand out to women who are pregnant."

She says that she thinks "it's scary that something like this might happen, and I don't know anything about this."

She says she might not click through now, because she's not planning to get pregnant soon, but that if she was pregnant or thinking about having a baby she would definitely click through.

She thinks the tone and the images are good, and that while she thinks it could be a scary topic, she doesn't think we are doing anything with words or pictures that are scary.

She thinks we are trying to tell people it doesn't have to be scary by saying "don't let it spoil your joy." She thinks that "means something can be done to prevent the bad problems and that's good and helps a lot."

WEB PAGE

After clicking through to the Web page, she says she is "skimming the information." She takes just a minute or so to do this, and says that she then went back to the top banners and is focused on one with lung and clot in lung. She wants to learn more about that.

She clicks on all downloadable content.

She scrolls down and reads facts and thinks that it's "surprising" that this happens so often...she didn't know this.

She thinks that the info connected to the stomach with footprints is very helpful or "helps me understand what this is about or how it might affect me some day"

She says that it is "really scary that this can happen and affect the baby too," but she doesn't think the words or pictures we are using are scary. Just the topic of "blood clots and death is scary in general."

She likes that the images are all linked to pregnancy, and likes the ladies in silhouette.

She thinks the information is clear and she has learned a lot just in the few minutes she read the page.

She thinks the main message for the reader is to "learn about blood clots and make sure you're not at risk. You should talk to you're doctor to make sure you're not at risk or know if you're at risk so something can be done to protect the baby." If she was pregnant she would do this or talk to her doctor about it.

She thinks it would be good ot have more baby pictures or images on the site. She likes the images.

She would definitely share this information with any of her friends who were pregnant or trying to get pregnant. She says she would share it by email and she would share it on social media.

INFOGRAPHIC

She likes the information because "it is easy and quick to read." She volunteers that she does not like to have to read a lot of copy and this is great for her. She says it is very easy to understand and she really likes all the images.

She would share this on social media, because it's "quick for anyone to get through."

She thinks all the language is good, and offers no suggestions for changing language or images when probed.

RISKS CHECK LIST (At Red Bouncing Icon)

She opens this document and says she "already looked at this and like I said, I think it all looks really good and clear."

She says she "might use this document if she were pregnant," but she also could just pull it up on her phone she adds.

PREVENTION PLAN (downloadable at bottom)

She thinks there is a lot of information on this document and that it might be easier for her to just use the infographic instead of this document.

RISK FACTORS (downloadable at bottom)

She likes this document because it contains only informatino about risks and that's good for people who may not know if this is something they need to worry about or not.

She didn't understand the clock image at first, but in the end she said she understood but though that was one image that should change.