

NBCA Summary of Message Testing Findings, Trends

Message Testing Participant Pool (n=9)

NBCA conducted nine message testing interviews over a three-week period (late August to mid-September 2017), among a group of men and women reflecting a diverse socioeconomic and geographic mix. Five men and four women were interviewed, with two members of this group reporting that they had a family history of blood clots. None of the respondents reported a personal blood clot experience or diagnosis. All 9 participants were interviewed by phone, with each call ranging from 15 to 20 minutes. The diversity of this group matched parameters established in NBCA's screener for this effort, and is reflected in the chart below:

Name	State	Age	Ethnicity	Gender	VTE Dx	Family Hx	Marital Status	Income	Education
Linda B.	FL	41 to 45	Caucasian	F	No	No	Divorced	100K or more	Graduate School
Shanna B.	OK	41 to 45	African American	M	No	Yes	Married	\$75 to 100K	Some college
Kelly H.	CO	18 to 30	Caucasian	F	No	No	Single/Never Married	\$50k to \$75k	Some Grad School
Mike J.	OH	31 to 40	Caucasian	M	No	Yes	Married	Under \$50K	College graduate
Kevin M.	IL	41 to 45	Caucasian	M	No	No	Single/Never Married	Under \$50K	High School
Mike Mc.	CA	18 to 30	Latino	M	No	No	Single/Never Married	Under \$50K	Some college
William P.	PA	46 to 80+	Caucasian	M	No	Yes	Widowed	\$50k to \$75k	College graduate
Lee S.	AZ	31 to 40	Asian American	F	No	No	Divorced	\$75K to \$100K	Graduate School
Gary W.	NJ	31 to 40	African American	M	No	Yes	Married	\$50k to \$75k	High School

Favorable Trends

Several favorable trends associated with message testing of the PSA were realized:

- PSA language is perceived as clear, easy to understand. There was unequivocal reinforcement that the tone, words, phrasing were all acceptable and understood by all 9 of the individuals interviewed.
- Topic of blood clots is perceived as important for people to know, important to share with others.
- Overall, images were viewed favorably. The animation format was embraced, and viewed as unique and creative.
- Shot 14 – picture of clock with people and stat re: *1 person dies every 6 minutes* – was hands-down the favorite image or aspect of the PSA.
- The message or stat of *1 person dies every 6 minutes* from a blood clot in shot 14 resonated very strongly with all participants involved in message testing.
- Shot 7 – picture showing risk factor icons, was the second most favored image. People liked its clarity and simplicity.
- CDC and NBCA were viewed as credible sources, and an important reason to embrace or accept information as important and actionable.
- Most participants were very interested in topic and said this was information they would pay attention to on television or the Internet. Most also said they would share it with people they cared about, even if only to let them know what they learned.
- No one characterized the information as frightening or scary. When probed, all respondents said the information was not scary.
- All respondents grasped messaging intent, call to action.
- Most people reported they would share the information with at least family and close friends, many said they would do it on social media if the PSA were encountered online.

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Trends for Consideration, Possible Action Items

Additional trends for consideration and possible action include:

- **Shots 1 through 6/Shots 10 through 12, Use of Color Continuity** – Two of 9 people commented on there being a lot of red in the background, but this may be a function of the storyboards that show the evolution of one image (with a red background) over several seconds.
 - **Potential action item:** This is likely something that does not require revision, but that NBCA should pay special attention to in production, to ensure the appropriate use of color continuity in between segments of connected shots.
- **Shot 6, Potential Revision Required** -- Most of the people (5 out of 9 interviewed) struggled with Shot 6 – saying or suggesting that the red words against a red background did not stand out well. Several people suggested that the color of the band be changed to white and other elements (like text and images) be changed so that the words highlighted in red stand out better.
 - **Potential action item:** Revise red color band, making it a white band, changing white text to black text, keeping red text as is, and repositioning overlapping images for optimal clarity.
- **Shots 8 and 9 – List of DVT Symptoms** – Several people (4 of 9) noted concern with shots 8 and 9, or the section of the PSA that describes and demonstrates signs and symptoms of DVT.
 - 4 of 9 thought we were trying to share too much information about signs and symptoms
 - 4 others out of the 9 thought this information was crucial, and 2 of these 4 wanted more information or more complex images about DVT symptoms.
 - **Potential Action Item** – In production, NBCA and c360 should give extra attention to the visual clarity in this section, and the pace of the voiceover relative to the chyron matching up symptoms on screen. We assume that we cannot shorten the list of signs/symptoms, and the issue was not with the type of words or symptoms but rather the number of symptoms we introduce to people. So, we will have to take extra precautions in production to ensure clarity in these two shots.
- **Shot 10, Blood Clot Image** -- Several people (4 of 9) did not understand or became confused by the blood clot image in Shot 10. Conversely, only one person mentioned they were confused or didn't like the same image in Shot 1. We take this as a contextual issue. As we saw the trend begin to emerge, we probed if there might be a better way to do this. No one offered up a good option. When we probed further and suggested just a single blood cell image or red circle, we received a positive response from two of four who originally had an issue with the image and we were able to probe.
 - **Potential action item:** CDC and NBCA can give further consideration to this issue and decide if the blood clot image in shot 10 should be simplified as one blood cell or red conceptual image, or if it should be left as it is in the current storyboard execution of the PSA.
- **Shot 14, May Provide Greater Impact Upfront** -- Several people (3 of 9) want to see Shot 14 (picture of clock with people, and stat re: 1 every 6 minutes) moved up higher or appear sooner in the PSA. They think this would cause people to pay more attention to the topic. Important to note: Two of nine people said Shot 14 served an important purpose at the end of the PSA (as a “take away message” and “closer”), and 4 of 9 people did not suggest that it be moved or comment on moving it.
 - **Potential action item:** NBCA and CDC can discuss option to move shot 14 higher up in the PSA, but this is not something that NBCA deems is essential or necessary. TBD after further consultation with CDC.