

Travel Health Alert Notice Focus Group Findings

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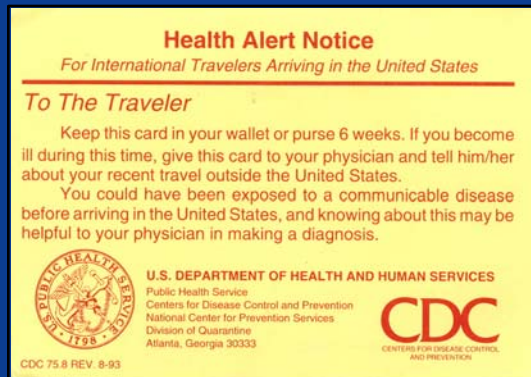
Quarantine and Border Health Services Branch
Division of Global Migration and Quarantine
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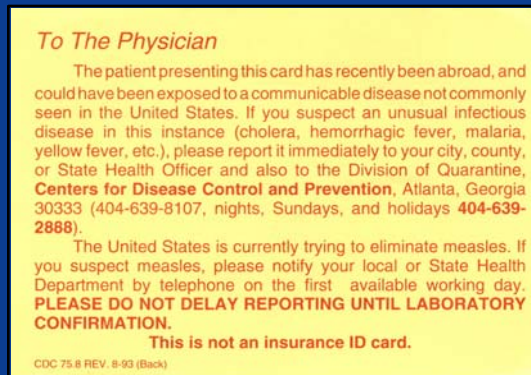
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Brief History and Background

1960s Generic Health Alert Notice

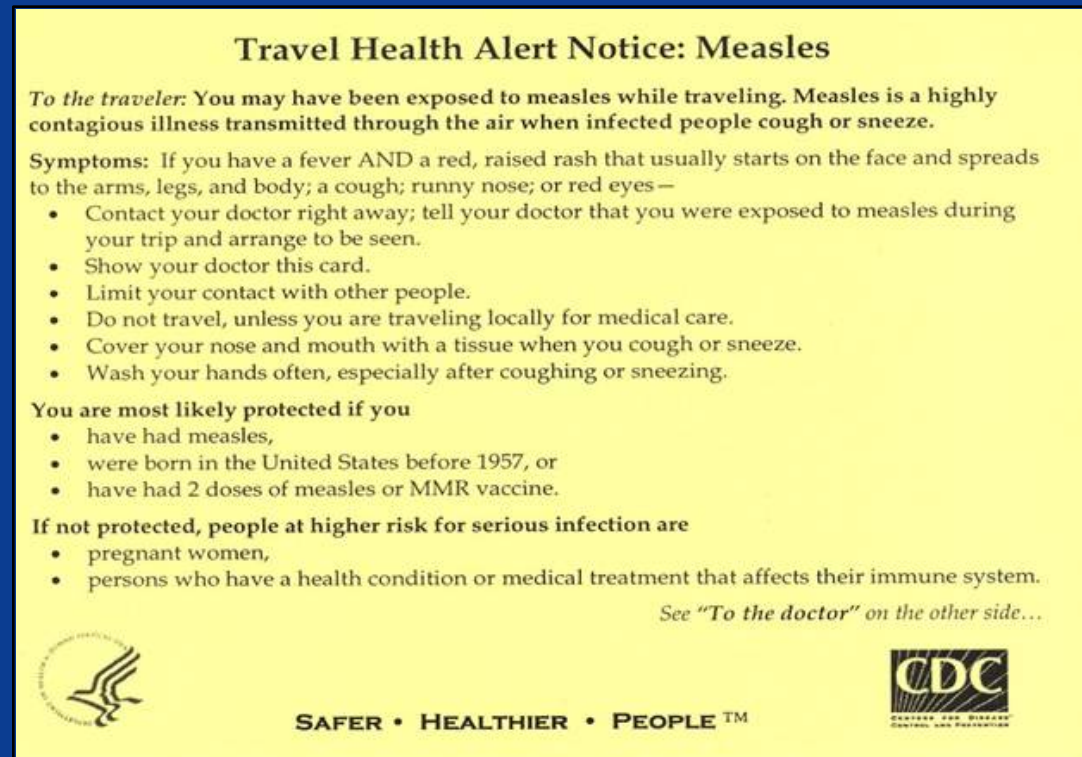


Front



Back
(credit card size)

2006 Measles Travel Health Alert Notice (Disease specific)



Front
(large index card size)

Purpose and Process

1. **Rewrote Measles T-HAN using health literacy/plain language techniques**
2. **Designed three new formats**
3. **Conducted focus group to**
 - **Gather feedback on new formats**
 - **Test clarity of health messages**
4. **Reported findings; made recommendations**

Plain Language Techniques

- Audience: **Consider the reader**
 - Wide, diverse, international
 - Some speak English as a second language
 - In a hurry to make other flights
 - Parents of young children
 - Elderly
- Purpose: **Consider your goal**
 - Alert passengers about possible exposure
 - Give symptoms to monitor
 - Keep card for several days to give to doctor to follow up

Plain Language Techniques, *cont.*

- **Use 3-4 key messages**
- **Write in clear, concise, and simple language**
- **Write in active voice directly to the reader**
- **Group like actions together**
- **Order text by importance**
- **Chunk information in short sentences of 8-10 words and short paragraphs with only 3-5 sentences**
- **Use easy-to-read type, bold-face subheads, bullets, and white space**

Focus Group Members

- All traveled internationally
 - None worked in public health or in medicine
 - Of 6 participants:
 - 5 born in other countries*
 - 5 females
 - 2 non-U.S. citizens
 - 1 spoke English as a second language
 - 2 had high school degrees, 2 had a bachelor's/master's degrees, 2 had doctorates
 - 3 aged 30 to 44 years; 3 were 45 to 59 years
- *Ethnic origins: Ecuador, Jamaica, Japan, Taiwan/China, and Thailand*



Focus Group Results: Information Desired

- Name of the disease and its symptoms
- Whether it was contagious and how it was transmitted (airborne?)
- How easy it was to catch (by touch?)
 - Was it a virus?
- The disease in relation to the airplane
 - How safe was the plane's air flow?
 - How near could they sit to ill passenger and be safe?
- How to protect themselves
 - Should they wear a mask and what kind?

Focus Group Results: Utility

- All agreed they would read the card
- All agreed that some kind of personal contact was important to:
 - Make sure they read it
 - Explain its importance
 - Reinforce information
 - Help answer questions
 - Give severity of risk
 - Help people who don't speak English
 - Deal with irritable or angry passengers
 - Explain steps or actions



Focus Group Results: Format 1 – 2006 Measles T-HAN (Current method)

(large index card size)

Travel Health Alert Notice: Measles

To the traveler: You may have been exposed to measles while traveling. Measles is a highly contagious illness transmitted through the air when infected people cough or sneeze.

Symptoms: If you have a fever AND a red, raised rash that usually starts on the face and spreads to the arms, legs, and body; a cough; runny nose; or red eyes –

- Contact your doctor right away; tell your doctor that you were exposed to measles during your trip and arrange to be seen.
- Show your doctor this card.
- Limit your contact with other people.
- Do not travel, unless you are traveling locally for medical care.
- Cover your nose and mouth with a tissue when you cough or sneeze.
- Wash your hands often, especially after coughing or sneezing.

You are most likely protected if you

- have had measles,
- were born in the United States before 1957, or
- have had 2 doses of measles or MMR vaccine.

If not protected, people at higher risk for serious infection are

- pregnant women,
- persons who have a health condition or medical treatment that affects their immune system.

See "To the doctor" on the other side...



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Travel Health Alert Notice: Measles

To the doctor: The patient presenting this card may have been exposed to measles while traveling.

- Live virus measles vaccine given within 72 hours of exposure may prevent disease or make the symptoms milder.
- Immune globulin (IG) given up to 6 days of exposure may prevent or modify measles. IG is indicated for persons at high risk for complications.
- For more information, visit the following CDC website:
<http://www.cdc.gov/nip/diseases/measles> or
http://www.cdc.gov/travel/other/measles_intl_travel_2005.htm
- If your patient has measles, please contact your city, county, or state health officer. (See www.astho.org; click on "State Links.")

See "To the traveler" on the other side...



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Front: To the Traveler

Back: To the Doctor

“Font size is too small”

Focus Group Results: Text and Format

Format 2 – Half-Page

**You may have been exposed to MEASLES.
Save this card to find out what you need to do!**

Date I arrived in the United States: _____

If you have NOT had measles or had a vaccine, you are NOT protected. Call your doctor within **2 days** to find out how to keep from getting sick.

If NOT protected, who can get serious infections?

- Pregnant women or
- Persons with weak immune systems, such as a transplant recipient, cancer or HIV patient, or a person taking steroids like prednisone.

How do I know if I have measles?

If you have measles, during the next **18 days** you will get a fever AND a red rash (rash can start on the face and spread to the arms, legs, and body) along with a cough, runny nose, or red eyes.

What should I do if I get sick?

- ✓ Call a doctor right away.
- ✓ Before your visit, tell the doctor about your recent trip, this card, and how you feel.
- ✓ Show the doctor this card.

How do I keep from spreading measles to others?

- ✓ When you cough or sneeze, cover your nose and mouth with a tissue. Throw used tissues in a trash can.
- ✓ Wash your hands **OFTEN** with soap and water or use an alcohol-based hand gel.
- ✓ **ALWAYS** wash your hands after you sneeze or cough.
- ✓ Do not travel, except to go see a doctor.
- ✓ Avoid being around other people.

You may NOT get measles if you:

- Have had measles before,
- You were born in the United States before 1957, or
- Have had 2 doses of measles vaccine or 2 doses of MMR vaccine.

If you think you may have measles, call a doctor right away. Please take care of your health and help prevent the spread of measles. →



Measles Travel Health Alert Notice
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A note to the doctor

The patient presenting this card may have been exposed to measles on a recent trip.

- Live virus measles vaccine given within 72 hours of exposure may prevent disease or make the symptoms milder.
- Immune globulin (IG) given up to 6 days of exposure may prevent or lessen the severity of measles. IG is indicated for persons at high risk for complications.
- If your patient has measles, please report the case to your city, county, or state health officer. (See www.astho.org; click on "State Links.")

For more information:

- See the CDC website: www.cdc.gov/nip/diseases/measles
- Contact the CDC Quarantine Station at the patient's port of entry (see below) about this exposure.



Measles Travel Health Alert Notice
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**“Much easier
to read”**

(5.5” x 8.5”)

Front

Back

You may have been exposed to MEASLES. Save this card to find out what you need to do!

Date I arrived in the United States: _____

If you have NOT had measles or had a vaccine, you are NOT protected. Call your doctor within 2 days to find out how to keep from getting sick.

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Measles Travel Health Alert Notice

Front

Focus Group Results: Format 3 – Bookmark

(3" x 10.5")

“I don’t even want to read it!”

Back

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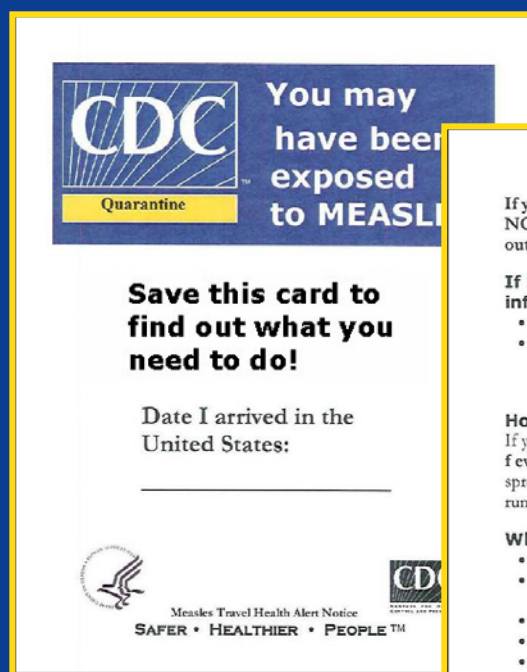
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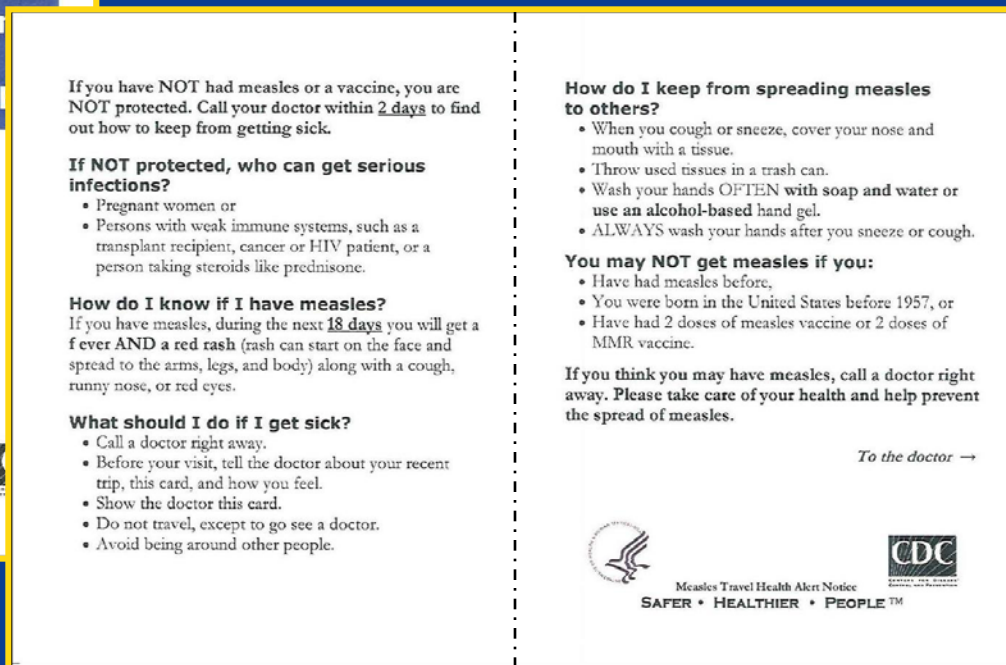


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Measles Travel Health Alert Notice

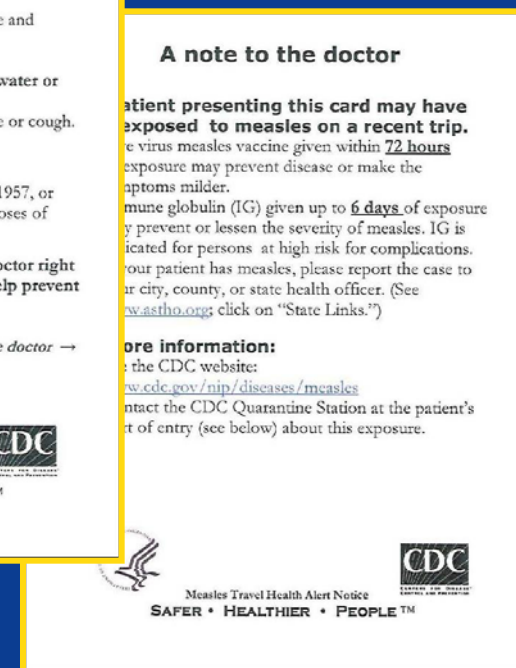
Focus Group Results: Format 4 – Booklet (passport size)



Front



Inside pages



Back

Format 4 – Booklet: Comments



“It’s like you just put
eyeglasses on,
it’s so clear!”

“It’s the best one so far!”

(Unanimous choice)



Findings and Recommendations

- Formats with plain language techniques were preferred
 - Move and change some text
- Booklet (passport size) format was unanimous first choice
 - Redesign T-HANs in this format
- Personal contact will reinforce importance and use
 - Distribute T-HANs with verbal explanation

Limitations of Focus Group

- **Small group – need to get feedback from more people**
- **Only one male in group**
- **Need representatives of younger age group (18–29 years) and older age group (60–75 years)**
- **May help to pilot test**
- **Need more speakers of English as a second language**

Questions?

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