

US EPA ARCHIVE DOCUMENT

**Appendix 5-3:
First Aid Qualitative Research Discussion Guide, Consumer Comprehension of
the Proposed First Aid Statement Language**

Discussion Guide
Consumer Comprehension of the Proposed
First Aid Statement Language

Research Objective: Determine consumer comprehension of the proposed new first aid statement language.

1. **Greet Panelist, Introductions** -- Find out about family, products used, etc.

Then ask panelist if s/he has ever had the occasion to read the first aid information on the back of any products s/he uses. If so, ask for an overall opinion of the information provided there.

2. **Introduce Topic**

Today we are getting people's reactions to the information provided on many products about what to do in an emergency or if first aid is needed. I'm going to give you a number of statements to read and I'd like for you to tell me in your own words what you think they mean you should do.

For each statement, the interviewer will give the statement to the consumer to read to him/herself. (The interviewer will not read the statement aloud to the consumer). After the consumer has read the statement, the interviewer will listen to the consumer describe what it means. The interviewer will probe, if necessary, for clarity, to make sure we understand what the consumer thinks the statement means.

Then the interviewer will ask, **Is there anything about the statement that's not clear, or that you would have questions about what you were supposed to do? Is there any information here that you think might not be necessary? Is there any information that's missing -- that you would need to have in addition to what is here?**

All statements will be seen by all consumers. Order will be randomized to minimize the "learning" effect.

3. After all statements have been discussed, **thank consumer and close.**