

Concept Testing Insights to Inform an Inclusive Latent Tuberculosis (TB) Infection Communications Campaign

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Acknowledgements: Weber Shandwick, KRC Research, GC Global, and IW Group

Background Study Sample Practical Implications

CDC's Division of Tuberculosis Elimination (DTBE) is developing a communications campaign on latent TB infection (LTBI). The campaign seeks to raise awareness about LTBI, increase awareness of treatment for LTBI, and encourage providers to test and treat LTBI among populations at risk.

We conducted focus groups with populations at risk for TB, and in-depth interviews with the health care providers who serve them, to test campaign concepts and educational materials. These activities provided insights into what key elements resonate most, and which concept works best to encourage LTBI testing and treatment.

Summary of Six Focus Groups by Participant Country of Birth and Location

Audience	Los Angeles, CA	Seattle, WA
Filipinos	1 group	2 groups
Vietnamese	1 group	2 groups
Total by Location	2 groups	4 groups

Summary of 12 Interviews by Provider Audience and Location

Audience	Greater Los Angeles, CA	Seattle, WA
Physicians (MD or DO)	4 interviews	4 interviews
Nurse Practitioners and Physician Assistants	2 interviews	2 interviews
Total by Location	12 interviews	

Feedback from these activities will inform the following campaign resources:

- Campaign website
- Suite of educational materials that incorporate many visuals

2 Test
What TB test do I need?
There are two types of tests for TB infection: the TB blood test and the TB skin test. TB blood tests are the preferred method of TB testing for people who have received the TB vaccine (BCG). Healthcare providers and patients should discuss which test is best.



- PSA video modeling questions-asking during a telehealth appointment

Methods Results

DATA COLLECTION MECHANISMS

- Focus groups with populations at risk: Six virtual focus groups of members of our intended audience segments (Vietnamese, Filipino) in Seattle, WA, and Los Angeles, CA, markets
- Health care provider interviews: Virtual in-depth interviews with physicians, nurse practitioners, and physician assistants who serve our intended audience segments, practicing in Seattle and Los Angeles
- TB Elimination Alliance Working Session: Feedback and insights on educational materials.

CREATIVE

- Tested three separate creative concepts, with a logo, Public Service Announcement (PSA), and print execution for each.
- Tested a suite of educational materials developed for health care providers and populations at risk.

TOPLINE INSIGHTS ACROSS ALL 3 CONCEPTS

- Stating direct implications of LTBI – the impact this has on health, on family, and on the community – provides a reason to care. However, explanations of the difference between LTBI and TB can be improved.
- Filipino and Vietnamese audiences like “seeing themselves” in the concepts, but they don’t want the campaign to be explicitly or exclusively about them.
- COVID-19 has affected general attitudes on health concerns; particularly infectious respiratory diseases.

“THINK. TEST. TREAT TB.” CONCEPT PERFORMED BEST OVERALL

- Strong call to action across audiences.
- Elevates the key ideas immediately in a way that other ads do not.
- Concept models desired behavior effectively.
- Authentically relevant to our audiences without singling out a specific culture.

KEY INSIGHTS FROM THE TB ELIMINATION ALLIANCE (TEA) ON EDUCATIONAL MATERIALS



- Materials were too text-heavy and were not easily digestible for patients who likely have a limited attention span.
- TEA requested more digital resources that they can leverage on social and on digital screens within the office.

- Campaign logo
- Partner toolkit
- Digital assets to reach audiences through web display banners and social media platforms



Disclaimer: Materials above are draft only and pending clearance.

Contact Info

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