

- ix. How could this leaflet be improved?

### 3. *TV SPOT*

First ask:

Have you seen this TV spot before?

Comprehension

- i. Tell me in your own words what the TV spot said

If there are differences in opinion, try to find out the reason for them

- ii. Is there anything that you think is not clear?  
(If there is) What would you change to make it clearer for you?

- a. Acceptance

- iii. Do you think there is anything that might upset anyone? Why?

- iv. Is there anything in the spot that you find is not believable?

- a. Inducement to action

- v. Does the spot say you must do something? If yes, what?

- vi. Would you be willing to follow the advice given? Why/Why not?

- vii. (For those who have seen the spot before) Have you been able to follow any of the advice given in the poster? If yes, why? If not, why not?

#### 1.4 *General*

- viii. Is there anything in the spot that you like?

- ix. Do not like about this spot?

<http://h1n1vax.aed.org/>

