

1 most part simply aren't available to do that  
2 stratification, and that is one of the problems.

3           Back to the last slide.

4           [Slide.]

5           At the last meeting, there was a very  
6 elegant presentation of the revised Uniform Donor  
7 History Questionnaire by Dr. Joy Friday and  
8 discussion and review of that revision, and BPAC  
9 voted unanimously that the final FDA-approved  
10 version of the UDHQ is suitable to screen donors of  
11 allogeneic whole blood and blood components for  
12 transfusion.

13           The task that remains is to integrate this  
14 revised questionnaire with FDA's current thinking  
15 represented in the draft guidance, and that is the  
16 charge for today.

17           The draft guidance was made available in  
18 April of 2002 and comments were due and received by  
19 June 21st of this year.

20           [Slide.]

21           Looking specifically at some of the  
22 elements, 12 comments to the docket were received  
23 with respect to the draft guidance. The most  
24 frequently commented element was the  
25 self-administration aspect for new donors with the

1 exception of the audio-assisted computer  
2 self-administration.

3           Eight comments referred to this. There  
4 was also a split. Some of the comments argued  
5 that, in fact, for even the risk questions, that  
6 the evidence didn't support use of oral questioning  
7 for high-risk questions, and some of them reflected  
8 some confusion about the intent of the guidance and  
9 whether or not we were potentially recommending  
10 that blood centers currently using  
11 self-administration for medical portions of the  
12 questionnaire would have to go back and change  
13 their current procedures.

14           We also included in the guidance that new  
15 or modified questions should be highlighted in some  
16 way, so that repeat donors, who have seen the bank  
17 of questions before, would have some way of  
18 recognizing that a question was new and being aware  
19 of that, because I think some prior data indicate  
20 that in the scanning of the questionnaire,  
21 sometimes each individual question isn't looked at  
22 in tremendous detail for repeat donors who may have  
23 donated many times before.

24           The current thinking reflected in the  
25 guidance removes the recommendation for oral

1 administration of the high-risk behavior questions  
2 for repeat donors. This had six comments largely  
3 supportive of that position.

4           FDA recommended that there be secondary  
5 measures to assure donor understanding. FDA didn't  
6 say specifically what these measures should be.  
7 Potentially, they could run the gamut from asking a  
8 donor at the end of the process whether they  
9 understood the questions, which is commonly in  
10 place now, to other means to assess understanding  
11 and comprehension, readability of the questions.

12           Also included were adequate instruction of  
13 staff and of the donors, assistance as needed with  
14 the process, and quality assurance of the process  
15 through internal SOPs, and special provisions for  
16 audio and visual administration of the  
17 questionnaire and particularly for audio  
18 computer-assisted technology, which has become  
19 popular in the larger general population in  
20 high-risk surveys, and the literature tends to be  
21 very supportive that this is an elegant way to  
22 obtain at-risk information.

23           [Slide.]

24           To tackle today's topic, our first speaker  
25 will be Dr. John Boyle from Schulman, Ronca, and

1 Bucuvalas. The title of his talk is Administering  
2 the Blood Donor Screening Questionnaire: Issues  
3 Related to Sensitive Information. I must say John  
4 has put together a very extensive review of the  
5 current literature and look forward to his  
6 presentation.

7 The next talk is entitled Beyond Literacy:  
8 Collecting Accurate Medical Information. This is a  
9 review of the literacy aspects of the discussion,  
10 and again, I think also a very excellent collection  
11 of current knowledge about literacy factors. The  
12 presenter is Vickie Virvos, who is an educator with  
13 Enlightening Enterprises in Richmond.

14 Finally, I will return with questions for  
15 the committee and I will give a little preview of  
16 the questions now.

17 [Slide.]

18 1. Does the committee agree that  
19 audio-CASI procedures, that is, audio  
20 computer-assisted self-interview, that these  
21 procedures are as accurate as direct oral  
22 questioning for eliciting blood donor  
23 medical/behavioral histories? Yes or No.

24 2. Does the committee believe that for  
25 first-time donors, self-administration procedures

1 other than audio-CASI are as accurate as direct  
2 oral questioning for the entire donor  
3 questionnaire? Yes or No.

4 3. If not, for procedures other than  
5 audio-CASI, are the following portions of the donor  
6 questionnaire appropriate for self-administration  
7 to first-time donors?

8 Specifically, we have highlighted the  
9 routine medical questions, which, in fact, are  
10 frequently self-administered in blood centers  
11 today.

12 The next component is HIV/AIDS high risk  
13 questions, yes or no, and the complex medical or  
14 travel, and I would include in there those with  
15 complicated scientific or medical terminology.

16 We look forward to your deliberations and  
17 thank you.

18 DR. NELSON: Thanks very much.

19 Dr. John Boyle, who is a former valuable  
20 member of BPAC, will review the literature.

21 **Presentation**

22 **John Boyle, Ph.D.**

23 DR. BOYLE: Thank you. It is great to be  
24 here again. Alan and the FDA did an extensive  
25 search for people who had served on BPAC of

1 professional survey researchers that served on the  
2 Uniform Donor History Questionnaire and who lived  
3 or actually had an office within three blocks of  
4 this facility, and my name just rose right to the  
5 top of the list.

6           While we are waiting, what I was asked to  
7 do was to address the issue of sensitive  
8 information in interview settings and specifically,  
9 some of the issues here, what about  
10 self-administered, what about  
11 interviewer-administered, what about audio-CASI,  
12 what do we know, what does the literature know or  
13 tell us about the likelihood of getting a better  
14 report of sensitive information as in the HIV/AIDS  
15 risk behavior sections.

16           [Slide.]

17           What we did was do a review of the  
18 methodological journals in survey research for  
19 articles on the reliability of survey measures by  
20 mode of interview.

21           Secondly, we did a review using Medline  
22 for articles on validity and reliability in health  
23 surveys. We took in references in articles from  
24 either source. We added transfusion and other  
25 areas in this literature.

1           We reviewed over 50 articles. Although  
2 that list is probably not exhaustive of everything  
3 in this, it will provide you a broad overview of  
4 what the literature has available.

5           I believe for those members of the  
6 committee, we provided an annotated listing of  
7 20-plus articles, so if you had a chance to read  
8 them on the plane or would like to read them later,  
9 you can go back to the source documents.

10           [Slide.]

11           The first thing that I really want to  
12 impress upon the committee, because I think it is  
13 something, if you are not survey research, you are  
14 not necessarily that well aware of it, an interview  
15 is not a test.

16           The donor screening interview is a key  
17 element in the protection of blood safety, but  
18 interview data does not have the fixed properties  
19 of a biologic test, such as specificity and  
20 sensitivity.

21           Interview data is subject to a variety of  
22 observational errors. That means non-sampling  
23 errors.

24           Finally, there are multiple sources of  
25 observational errors that may vary with the content

1 and context of the interview. While this is true  
2 in survey research, it should be true in other  
3 interviewing settings, such as the donor interview.

4 [Slide.]

5 How much does what somebody tells you in  
6 an interview vary from what you think you know  
7 about reality? If you compare what we did in a  
8 reverse records check of people who reported  
9 themselves as victims of crimes, to what they would  
10 say subsequently in a survey, you can see that the  
11 agreement rate is anything from 48 percent to 90  
12 percent.

13 So, in the case of burglary, a uniform  
14 donor screening of burglary, about 90 percent will  
15 tell you that that indeed has happened in the past  
16 12 months. If you should ask about rape, however,  
17 it will be about two-thirds, and assault, 48  
18 percent.

19 So, you do not have--and don't take these  
20 rates as being true of everything, just take these  
21 rates as indicative that people, for a variety of  
22 reasons, do not reply to an interview in a way that  
23 it matches what other measures of truth necessarily  
24 are.

25 [Slide.]



1           We are not talking about rape or physical  
2 assault in these things. Let's talk about things  
3 we are. We had the opportunity to do a test/retest  
4 of a national sample of this happens to be men,  
5 they happen to be in their 50s to 60s, and we asked  
6 them whether their doctor had ever told them they  
7 had had hepatitis.

8           Six months later, we went back to the same  
9 sample and repeated the same question. It was  
10 embedded in a larger health survey. Now, the tools  
11 block this down here a little bit, but the  
12 reporting consistency is 97.3 percent. So, if you  
13 are interested in psychometrics, that is really  
14 great.

15           On the other hand, about 1 out of 5  
16 persons who positively reported that they had  
17 hepatitis, and answered the follow-up questions,  
18 when was it first diagnosed and what kinds of  
19 hepatitis do not report that consistently at two  
20 points in time.

21           So, you have some sense on at least the  
22 hepatitis question, and this is a telephone  
23 interview with experienced monitored interviews in  
24 the midst of a health survey, not affected by  
25 setting and other issues, presumably very private,

1 you had this kind of issue about whether or not it  
2 gets reported. So, the question is why.

3 [Slide.]

4 There are whole sources of error in AIDS  
5 behavior research, and it is true of all research.  
6 Some come from the respondent, like recall, ability  
7 to comprehend, motivation, threat or approval of  
8 the particular question.

9 Some come from the instrument, the  
10 terminology, the question structure, the order  
11 effects. Some from the mode, channel capacities,  
12 length and pace, privacy, interviewer behaviors as  
13 it relates to the mode, and finally, some from the  
14 interviewer, the personal characteristics and how  
15 that interacts with the respondent, the ability or  
16 willingness of the interviewer to follow rules, and  
17 finally, training and control.

18 I am supposed to be talking about mode  
19 here because we are talking about several different  
20 modes, but the bottom line is mode interacts with  
21 respondent, with instrument, and interviewer, so  
22 there is a lot of stuff going on here. When you  
23 change mode, you have to be aware of how these  
24 other things contribute to the error measurement.

25 [Slide.]

1 I will skip this one. This is just  
2 technical, it is how mode works.

3 [Slide.]

4 Very quickly, the two principal concerns  
5 about mode in observational error. The bottom one,  
6 effects on disclosure, the biggest concern is that  
7 there is underreporting of sensitive information  
8 and how that relates to mode.

9 The second area is the effect of mode on  
10 respondent comprehension - understanding, attention  
11 and recall, reporting accuracy.

12 In terms of the issues before this  
13 committee, the biggest issue will be does an  
14 interviewer's presence asking questions, possibly  
15 in an open setting, is that going to contribute to  
16 an underreporting of sensitive behavior because of  
17 issues related to privacy.

18 On the other hand, will an interviewer,  
19 interacting with respondent, give them better  
20 understanding, greater attention and better  
21 reporting accuracy in those settings. Those are  
22 effectively the two big questions.

23 [Slide.]

24 In terms of the comprehension, what we  
25 know is respondents may not understand a word, but

1 are unwilling to show ignorance. They may try to  
2 simplify a difficult question, they may try to  
3 answer what they think is the spirit of the  
4 question rather than the exact words.

5 They may overlook parts of a question.

6 They may have response categories that don't fit  
7 their experience, but maybe they are not willing to  
8 ask how to do it.

9 The question order may affect the way they  
10 answer questions, and questionnaire burden may  
11 cause respondent to answer without thinking.

12 [Slide.]

13 Let's talk about some of the things that  
14 might be on a donor history questionnaire. There  
15 was a study done-- this is qualitative--by NCHS  
16 some years ago where they asked, tell me if you  
17 have heard of the term and definitely know what it  
18 is, you have heard of the term and are pretty sure  
19 you know what it is, or you have never heard of the  
20 term and you are not sure what it is.

21 The important issue is probably not that  
22 diverticulitis is not recognized by about half of  
23 the people in this particular study, but terms like  
24 hepatitis are not recognized and they don't feel  
25 familiar, they are not sure what it is, for 1 out

1 of 5, and if you stick the old "or jaundice" on it,  
2 it doesn't really improve things, because 1 out of  
3 5 don't really know what jaundice is.

4 Even in areas like anemia, you have got 10  
5 percent. Fortunately, syphilis and diabetes are  
6 pretty well recognized. But the familiarity of  
7 terms is an issue.

8 [Slide.]

9 A real life example in a survey that I  
10 monitored where somebody tried to get at sexual  
11 preferences, and the question was: "Are you  
12 bisexual?" And the answer was, "Yes, my husband is  
13 the only man in my life."

14 Now, let me point out in terms of our  
15 issues, on a self-administered questionnaire, the  
16 person would have checked "bisexual." One of the  
17 advantages of the interviewer-administered  
18 questionnaire is the opportunity, whether it is  
19 right or wrong we have to discuss, but the  
20 opportunity of interviewer to interact, to  
21 potentially correct or at least make notes of this  
22 type of issue.

23 Now, you are going to say to me, John, we  
24 don't use words like bisexual in our instrument.  
25 You know, we use things like xenotransplantation,

1 because we all know it is all about a warrior  
2 princess.

3 But moving on to simpler terms.

4 [Slide.]

5 Let's take really simple terms. Let's  
6 talk about the word "weekday." This was tested.  
7 What is meant when I say weekday, we are open  
8 weekdays 9:00 to 5:00? Half said it is Monday  
9 through Friday. Another third said it is every day  
10 of the week. Then, 12 percent weren't sure, and  
11 the other people picked sort of more bizarre  
12 choices, but the bottom line is even a term like  
13 weekday, if we don't test it, we assume everybody  
14 understands it, has the source for error.

15 [Slide.]

16 Part of the issue why follow-up is good,  
17 this is very complex, but let me simply say we used  
18 to ask in transportation studies, "While driving  
19 this vehicle, how often do you wear your shoulder  
20 belt - all the time, most of the time, some of the  
21 time, or rarely?" And then someday, because the  
22 data did not match observational studies, we asked,  
23 "When was the last time you didn't wear the belt?"

24 Of the people who say they wear the belt  
25 all the time, that is your first column there, what

1 you see is 4 percent of them say they didn't wear  
2 it today, and another 6 percent said not within the  
3 past week. So, 10 percent who wear it all the time  
4 didn't wear it at sometime during the past week.

5 Now, the nice thing is you get a nice  
6 metric up here. Today, 4 percent, 32, 64, 75. It  
7 is not that people are stupid, it is not that  
8 people are lying to you. It is simply the fact  
9 that people are answering in their own metric and  
10 how they understand the question.

11 If you put these two pieces together, how  
12 often do you usually wear, and when was the last  
13 time you didn't wear the belt, and I take all the  
14 time and take all those people who didn't wear it  
15 within the past 12 months out, and we created a  
16 variable called all the time minus, it actually  
17 matches observational data, but you have to take  
18 those steps to be able to get something approaching  
19 reality.

20 [Slide.]

21 We will skip the irritable bowel question,  
22 but part of the issue is if your response  
23 categories are yes or no, you get a different  
24 answer than if you ask frequency, so it is  
25 important if you are trying to get at certain

1 issues.

2 [Slide.]

3 In terms of the communication of response,  
4 what you have to ask yourself is the question  
5 embarrassing to the respondent, is the response  
6 sensitive or threatening, how private is the  
7 interview setting, how confidential is the  
8 response, and does the purpose of the question  
9 justify any embarrassment or threat to the  
10 respondent.

11 Now, why do we have to do that?

12 [Slide.]

13 What you see is even two decades ago, the  
14 public felt that institutions in our society were  
15 asking unnecessarily personal information, and when  
16 asked do they limit their questions to what they  
17 really need to know or do they ask for too much  
18 personal information, we are not surprised when we  
19 see that credit bureaus ask too much, but 24  
20 percent of the public say hospitals ask too much  
21 unnecessary information, and 11 percent say their  
22 private doctors do.

23 [Slide.]

24 Moreover, what we find is that the public  
25 is not very convinced about the confidentiality of



1 this information. When asked whether the Census  
2 Bureau protects the privacy of their personal data,  
3 the good news is 14 percent of the public are very  
4 confident that it does. The bad news is, is that  
5 almost half say not at all or not too confident  
6 about that, and that is the Census Bureau, who  
7 ranks relatively high.

8 [Slide.]

9 And how does this impact? We don't know  
10 how it impacts upon reporting, but we do know that  
11 it impact very markedly on willingness to  
12 participate, which presumably will translate, so  
13 concern about privacy, low to high, willingness to  
14 participate in the census, low to high, impacts  
15 dramatically.

16 If we say that that is likely to translate  
17 also into issues of accuracy of reporting and full  
18 disclosure, then, we may have a problem.

19 [Slide.]

20 So, then, how embarrassing are these  
21 questions, we ask. Going back to some stuff from  
22 NCHS, we asked people how they rated how  
23 embarrassing certain conditions where, and it was  
24 from definitely embarrassing at 1.0, somewhat  
25 embarrassing 2.0, and not at all embarrassing at

1 3.0.

2           Looking at the means, everybody agrees  
3 anemia and hay fever are not very embarrassing to  
4 report. On the other hand, syphilis is really not  
5 a good thing to report. But if you look at  
6 something like hemorrhoids, cirrhosis, but let's  
7 also look at hepatitis, and, of course, some of  
8 these people don't understand what hepatitis is,  
9 but nonetheless, the bottom line is that many of  
10 the things you would like to know about, people  
11 recognize as embarrassing conditions, hence, they  
12 will be subject to sensitivity issues.

13           [Slide.]

14           Let's skip this one. Move on.

15           [Slide.]

16           Now, from some data. In the National  
17 Fertility Survey, they had some data on doing the  
18 questions about the number, well, actually, various  
19 sex questions, self-administered versus  
20 interviewer-administered.

21           What we are looking at is the number of  
22 sex partners in the past year. It was 1.7  
23 self-administered, it was 1.4  
24 interviewer-administered. Number of sex partners  
25 in the past five years, 3.9 versus 2.8.

1           Condom use in the past 30 days, 46.7  
2 percent self-administered, 35 percent  
3 interviewer-administered. Since these were women,  
4 this was the condom use of their partner.

5           If you look at the odds ratio what you  
6 really is across all of these, they vary in terms  
7 of the absolute rates, that self-administered gives  
8 a higher rate than interviewer-administered, which  
9 suggests if you believe that more reporting of a  
10 sensitive behavior is better reporting, then, it  
11 suggests that self-administered gets higher  
12 reports.

13           [Slide.]

14           Looking at another study, this is a study  
15 that deals with what was always viewed for some  
16 years as very sensitive, and this has to do with  
17 questions that are race related. Attitudes about  
18 African-Americans.

19           Would not vote for a political candidate  
20 who is African-American. Ten percent face to face,  
21 22 percent self-administered by mail.

22           Would not want a close relative or family  
23 member to marry. There is really no difference  
24 here.

25           Favor equal opportunity in education and

1 training for African-Americans, 30 percent to 22.

2 Favor spending more money on preschool and  
3 early education for African-Americans, 60 to 39.

4 Strongly oppose special preferences in  
5 hiring and promotion for minorities, 30 to 38  
6 percent.

7 So, there is difference on these  
8 questions, not all of them, but many, always in the  
9 direction of the self-administered getting a higher  
10 report of what would be viewed as less socially  
11 acceptable behaviors.

12 [Slide.]

13 One of the things that we have been asked  
14 to address is the issue of face to face versus  
15 audio-CASI. For those of you who have heard this  
16 blow by you several times and don't know what  
17 audio-CASI is, basically, it's computer-assisted  
18 self-administered, which means the questionnaire is  
19 on your computer, and you are given the computer,  
20 and you are answering all the questions on the  
21 computer, but so that people don't really know the  
22 questions you are answering, you have got  
23 headphones on and you are listening to the question  
24 and only the answers go onto the screen, so people  
25 don't see what it is you are responding to. That

1 is audio-CASI.

2 [Slide.]

3 We asked in a survey about mental health  
4 symptoms.

5 [Slide.]

6 First, we asked the questions in person or  
7 with one sample we did it in person. What we found  
8 was major depressive episodes in the past year, 7  
9 percent. Generalized anxiety, 1.6. Panic attacks,  
10 2.0, and agoraphobia, 1.6.

11 Let's compare it to what you get with the  
12 same type of sample audio-CASI.

13 [Slide.]

14 Fifteen percent, 6 percent, 4 percent, and  
15 2 percent. The bottom line is that you have got a  
16 2 to 1, you have got almost a 3 to 1, you have got  
17 a 2 to 1, and here no difference, but in each of  
18 the cases, what you find is higher reporting of  
19 sensitive symptoms or symptoms of sensitive  
20 conditions by audio-CASI rather than in person.

21 [Slide.]

22 Why do we get higher prevalence of  
23 sensitive items in self-administered questionnaires  
24 regardless of whether or not they are paper and  
25 pencil or they are audio-CASI?

1           The sources are interviewer-induced error.  
2 This involves the interaction between the  
3 interviewer and the respondents. The interviewer  
4 contributed error, this is where the interviewer  
5 actually makes the error, and the privacy of the  
6 response, which is the interaction between the  
7 question, the interviewer, the setting, and the  
8 respondent.

9           [Slide.]

10           Once again, how would an interviewer per  
11 se affect a response? We saw differences between  
12 self-administered and interviewers in terms of the  
13 race questions. Let's look at some race questions.  
14 These are a little bit older.

15           [Slide.]

16           White respondents asked by white  
17 interviewers if they would mind if a relative  
18 married a Negro. Obviously, by our language, we  
19 are about 25 years old. But 25 percent would not  
20 mind.

21           Believe Negro and white students should go  
22 to the same school, 56 percent.

23           Would not mind if Negro of the same class  
24 moved into the block, 66 percent.

25           Finally, they should play together freely,

1 84 percent.

2 [Slide.]

3 If the white interviewer is responding to  
4 a black interviewer, what you see here is a higher  
5 rating in all of these, most dramatically on the  
6 issue if a relative would marry, it goes from 26 to  
7 72 percent, which basically means that the  
8 characteristics of the interviewer is interacting  
9 with the respondent and the question and affecting  
10 response. You have got an error term floating  
11 around out there.

12 [Slide.]

13 In addition to the interviewer who because  
14 of his gender, because gender impacts, his  
15 socioeconomic status, age, the way they dress,  
16 their race, all of this can impact upon a  
17 respondent and their answers without the  
18 interviewer ever intending to do anything.

19 Now, let's talk about when we get to the  
20 issue of how the interviewer actually behaves.  
21 Studies have been done monitoring telephone  
22 interviews, and telephone interviewers know they  
23 are being monitored, which looked at exactly how  
24 interviewers follow rules, who do they deliver the  
25 question, do they read it exactly as written.

1           Fifty-six percent closed, 51 percent  
2 restricted open and open-ended questions, only 30  
3 percent read it exactly as written. Minor changes.  
4 Major changes 7, 4, 8, and they didn't even read  
5 it, 1, 1, and 16.

6           Interviewers, even when they are being  
7 monitored, may not follow rules.

8           [Slide.]

9           In another study that was done where they  
10 actually observed interviewers in role-playing  
11 exercises, mock interviews, the same thing. Did  
12 they read it exactly as written? Experienced  
13 interviewers, 67 percent. New interviewers, 66.9.  
14 New interviewers at the end of training. 66.4. In  
15 other words, it is really not an issue of training,  
16 it is really not an issue of experience,  
17 interviewers don't always do what they are told  
18 even when they are being observed.

19           [Slide.]

20           But the interviewer gives you the  
21 opportunity to probe responses. The good news is  
22 about 80 percent probed properly when observed, and  
23 under observation, about 1 out of 5 couldn't do the  
24 probes properly.

25           [Slide.]



1           Let us go back to another issue in terms  
2 of paper, audio-CASI, and this is from the National  
3 Survey of Adolescent Males, and this is where a lot  
4 of the audio-CASI data comes from.

5           They were asked about any male to male sex  
6 ever, 1.5 percent paper self-administered, 5.5  
7 percent audio-CASI. Needless to say, very  
8 significant odds ratio.

9           Male to male anal sex ever, 1 percent, 2  
10 percent. It is not significant. So, a lot of what  
11 is happening here is stuff other than male to male  
12 anal sex.

13           Sex with a prostitute, 0.7, 2.5 percent.  
14 Very significant.

15           Street drugs with a needle, 1.4, 5.2.

16           Shared needle ever, 0.1 to 1.1.

17           Needless to say, on many HIV risk factors,  
18 it is fairly clear that self-administered does not  
19 give the same level reporting as another form of  
20 self-administered, audio-CASI. However, let me put  
21 a caveat here.

22           The biggest difference here occurs among  
23 adolescents. Once you move to the older group, the  
24 difference between paper self-administered and  
25 audio-CASI drops dramatically, in many cases

1 becomes nonsignificant.

2 [Slide.]

3 Another thing that is being used is  
4 telephone-CASI compared to a telephone interviewer,  
5 and respondents were asked how they preferred it in  
6 terms of protecting their privacy. Forty-nine  
7 percent said telephone-CASI was better, 11 percent  
8 telephone interviewers, 40 percent were  
9 indifferent. Getting honest answers, respondents,  
10 73 percent said the telephone-CASI was better than  
11 the telephone interviewers at getting honest  
12 answers.

13 Asking sensitive topics, 66 percent  
14 thought telephone-CASI was better compared to 23  
15 percent. However there is a tradeoff here. Easier  
16 to use, 30 percent said the telephone-CASI was  
17 easier to use, 59 percent said the telephone  
18 interviewer was.

19 Easiest to change answers, 1 percent to 61  
20 percent.

21 So, like everything, there are tradeoffs  
22 here in terms of what you are getting. One form is  
23 viewed as more private, the other one is viewed as  
24 easier to use and easier to change.

25 [Slide.]

1           Why is the prevalence of sensitive items  
2 usually higher in audio-CASI than  
3 self-administered?

4           Audio-CASI guarantees by its technology  
5 greater privacy of questions. You are listening.  
6 Nobody can see what the question is. In terms of  
7 the self-administered questionnaire, I don't know  
8 from the literature whether we are sitting in a  
9 group filling these out, whether we are sitting in  
10 private cubicles where the people are coming  
11 around, you don't know.

12           The audio-CASI guarantees that. It  
13 guarantees greater privacy of responses. You are  
14 putting this in. Nobody can see or hear what you  
15 are doing. It is not setting dependent. You can  
16 do this in a crowded area and people listening and  
17 so on, whereas, the paper is going to depend upon  
18 exactly the setting.

19           Also, there is no data on this, but  
20 novelty may be a factor and legitimacy may be a  
21 factor, that is, it is complicated, it's expensive,  
22 maybe that means it is more important.

23           [Slide.]

24           How does this stuff affect the donation  
25 process, because there is a small literature on

1 this. This is a case of at-risk potential donors  
2 who left the donation process as a function of the  
3 health history and reason for leaving.

4 Current health history only, currently  
5 health history plus behavioral questions, and  
6 current health history plus comprehension  
7 questions.

8 What this shows, there is no differences  
9 in the rates, the base rates all about the same, no  
10 differences in the potential deferred for medical,  
11 very little for not specified, and most of it comes  
12 in from the AIDS risk, and it comes in from current  
13 health history plus behavioral questions.

14 However, what this doesn't tell you is  
15 whether or not these behavioral questions, if they  
16 have been added in a self-administered rather than  
17 a non-donor administered form, would have had the  
18 same effect. In most research we do, the more  
19 questions we ask about a sensitive behavior, the  
20 higher rate we get.

21 So, it is inconclusive, but interesting.

22 [Slide.]

23 In another study, we looked at the HIV  
24 deferral rate for 100,000 donations before and  
25 after direct oral questions were implemented at

1 four blood centers in 1990 to 1991. You can see  
2 the rate per 100,000 before the DOQ and note that  
3 it varies dramatically from a low of 67 to a high  
4 of 477, after DOQ, where it varies from a low of  
5 253 to a high of 555.

6 The odds ratio is such that in two cases,  
7 it is not significant and in two cases it is  
8 significant. Now, the interesting fact here is  
9 introducing direct oral questioning affects the  
10 likelihood of deferral in two out of four  
11 facilities. What is interesting among other things  
12 is the two that it does, it brings the rate up more  
13 in the range of those before, so I am not convinced  
14 that I am not dealing with something like a  
15 demonstration effect, a Hawthorne effect where by  
16 introducing the things, you are changing something  
17 in someplace rather than others, but the authors  
18 concluded you can't say that adding direct donor  
19 questions necessarily increases the reporting of  
20 deferrable conditions. It does in some places, in  
21 other places it doesn't, and we don't know why.

22 [Slide.]

23 Looking in the same study at the actual  
24 cases of HIV seropositive donations per 100,000  
25 before and after, the bottom line is that in none

1 of these cases is it significant.

2 [Slide.]

3 In another study, there was a study of  
4 direct questions versus indirect questions in terms  
5 of deferrals of 6 to 8 blood centers, and what you  
6 found basically is this is all donors logged in,  
7 all deferrals, and then the rate of deferral based  
8 on customary HIV screening, there is basically no  
9 difference between these, positive answers to oral  
10 HIV risk, which was not done here.

11 What you see is a higher rate in direct  
12 questions than it was indirect, refusal to give  
13 answers to additional questions, which would get  
14 you deferred, no difference between direct and  
15 oral, but if you add these together, if you add  
16 additional questions, you get a higher rate of  
17 deferral. Unfortunately, it doesn't tell you  
18 whether or not if you added these questions in a  
19 self-administered versus an oral, you would get  
20 these differences.

21 [Slide.]

22 So, to finally add up, we asked in one of  
23 the studies, we asked donor reaction to the  
24 additional oral questions, and this is both  
25 indirect and direct, but let's just look at direct.

1           Were they easy to understand? Yes, 90  
2 percent said yes. Was the privacy good to  
3 excellent? 82 percent said yes. Obviously, 1 out  
4 of 5 said it wasn't.

5           Would it stop high risk donors? Only 17  
6 percent said it would, would or might stop them.  
7 Well, 79 percent said it will or might.

8           Did it cause embarrassment? Seven percent  
9 who went through the direct questioning said yes,  
10 it caused them embarrassment. And would it stop  
11 them from donating? Very few said it would, but 1  
12 to 2 percent said that it would.

13           So, bottom line, from the standpoint of  
14 the donors going through the oral questioning, what  
15 they tell us is 7 percent say--I am sorry, starting  
16 up here--1 to 2 percent they would not donate again  
17 as a result, 7 percent said it caused  
18 embarrassment. About 80 percent thought it would  
19 stop high risk donations, 20 percent did not think  
20 it would. Almost 20 percent said the privacy in  
21 which they did it was not good or excellent, and  
22 almost everybody said it was easy to understand.

23           [Slide.]

24           What about the staff reaction? Same  
25 questions basically. Let's just talk about direct.

1 Did they understand? Ninety-seven percent of staff  
2 said yes, they understood. Was the privacy  
3 adequate? Well, they tended to agree, 80 percent  
4 said it was adequate, 20 percent said it wasn't  
5 adequate.

6           Would it screen out high risk? Staff was  
7 more likely to think it will screen out, but only  
8 64 percent thought it would.

9           Are donors honest? Eighty-four percent  
10 said they were. Twenty-seven percent of the staff  
11 said donors minded the questions, and 24 percent of  
12 the staff thought that this would decrease returns.

13           [Slide.]

14           Probably more of concern if we moved to  
15 oral questioning on total basis, based upon this  
16 survey, only 81 percent of the staff said the  
17 donors understand the need to ask these questions.  
18 Only 83 percent, after extensive training, said the  
19 training for the staff was adequate.

20           The one you should be most concerned about  
21 is only 78 percent of the staff who administered it  
22 said they were comfortable asking the questions.  
23 If people are not comfortable asking the questions,  
24 don't expect the answers to be the ones that you  
25 are trying to get.



1 [Slide.]

2 Finally, the issues that should be  
3 addressed from these donation studies. Findings  
4 suggest that additional questions identify  
5 additional at-risk donors. The question is how  
6 many questions can you ask.

7 It is not clear that removal of these  
8 donors reduces HIV seroprevalence in the donation  
9 at least from one study.

10 There are serious issues of training  
11 adequacy for donors, the interviewing role may not  
12 be comfortable, and privacy may not be adequate for  
13 direct questions.

14 [Slide.]

15 From the literature, there is no consensus  
16 on the best method to collect sensitive  
17 information. The limitations of the data is there  
18 is a limited number of studies, most are  
19 opportunistic, comparison is always between one or  
20 two modes.

21 There is limited control over interactions  
22 between mode, interviewer, respondent, instrument,  
23 and setting, and there are different results for  
24 subgroups, which I have not gone into here - older  
25 versus younger, race related. All of these produce

1 different results in terms of modes.

2 [Slide.]

3 Finally, I am forced to answer the  
4 question about what is at least the direction of  
5 the findings. Self-administered questionnaires  
6 tend to result in higher reported levels of sexual  
7 activity, drug use and depression, which is only  
8 one of a series of mental health behaviors, than  
9 interviewer administered questions.

10 Increased privacy in interview settings,  
11 like audio-CASI, will increase reporting rates of  
12 sensitive behaviors, but audio-CASI is not so much  
13 a technology as a technology that helps achieve a  
14 goal, and that is privacy.

15 Finally, perceived confidentiality of  
16 survey will affect reporting rates of sensitive  
17 behaviors. If people understand why it is  
18 necessary and are assured and believe that the data  
19 is treated confidentially, they will report more  
20 honestly.

21 My conclusion basically is--if somebody  
22 asked me to vote, and they don't because I am no  
23 longer here--is the data basically says that  
24 interviewer administered questionnaires, unless you  
25 really control the setting, introduces errors that

1 are likely to reduce the correct and accurate  
2 reporting of sensitive behaviors compared to  
3 self-administered under appropriate circumstances.

4           This does not say that the interviewer or  
5 donor historian cannot achieve in concert with the  
6 process a higher rate. The respondent has to be  
7 assured of why this is being done, they have to be  
8 convinced that it is valuable, they have to be  
9 convinced that it is confidential and will be used  
10 in the right way. They have to be able to answer  
11 questions.

12           All of these things can be part of the  
13 process in a very valuable role for the interviewer  
14 or donor historian in the process, however, the  
15 literature, at least my conclusion is, basically  
16 says if you have to choose between the two, the  
17 interviewer administered way introduces more error  
18 in a field setting than it can contribute in terms  
19 of improving understand and comprehension.

20           Thank you.

21           DR. NELSON: Thank you.

22           Questions? Dr. Allen.

23           DR. ALLEN: In the blood donor setting,  
24 there is a complex set of interactions going on in  
25 that there may be social pressure to donate, there

1 may be altruistic reasons for donating, and so on,  
2 as opposed to just a person who is agreeing to  
3 participate in a survey to collect information.

4           Do you have any sense in that kind of a  
5 setting where there may be other reasons for  
6 wanting to move through the process and donate, why  
7 a person may give less accurate information on one  
8 methodology or another in terms of collecting the  
9 information?

10           DR. BOYLE: The reason that I started with  
11 sort of the general survey research information and  
12 then brought in the limited number of studies we do  
13 have from the blood setting is I found the results  
14 remarkably similar.

15           We don't have the kind of extensive study  
16 to know the differences in terms of whether or not  
17 the people who are less likely to respond honestly  
18 don't even come in. We do know from other settings  
19 we don't allow interviewers who know respondents in  
20 a community to be part of the setting because we  
21 know that affects it. So, in a small community, if  
22 everybody knows each other, then that setting is  
23 likely to make issues of privacy and accuracy of  
24 reporting more of a problem.

25           But what you are seeing up here is the

1 literature is limited because most people do not  
2 fund methodological studies, and in addition to  
3 that, the complexity of the dimensions are such  
4 that we are working by analogy.

5 I think the analogy from the data that we  
6 were seeing from the blood centers makes it similar  
7 to what we see in other setting, but in most other  
8 settings, we do it by telephone or by mail or in  
9 other ways where it is almost by definition a more  
10 private setting than in a bustling blood collection  
11 center.

12 DR. ALLEN: Second question, and that is  
13 with the complexity of the medical and social  
14 information that is being collected. I most often  
15 donate either where there is at least in part a  
16 self-administered questionnaire or it is totally  
17 interviewer administered, and I, over a period of  
18 years, actually more than a decade, have been  
19 concerned that the interviewers tend to present  
20 information so quickly, even though it is being  
21 read, the questions are fairly complex, they are  
22 multiple part, there are lots of medical terms and  
23 what I will call medical jargon in there.

24 I am a physician. I find it hard to  
25 listen and understand everything even though I have

1 been donating for 30-some years.

2 Is there evidence that the audio-CASI or  
3 even self-administered questionnaires can elicit  
4 the information accurately, is that a better way of  
5 doing it perhaps given the complexity and the  
6 precision that is required here?

7 DR. BOYLE: There is two very different  
8 questions. One is the whole issue of attention to  
9 the questionnaire and the way that it is done.  
10 When we monitor telephone interviewers, what you  
11 see happen in terms of quality control is when they  
12 start the first interviews, up to maybe 40  
13 interviews, you see a constant improvement in  
14 quality control and reading the questions  
15 correctly, and so on, and after you get to about 50  
16 interviews, it starts dropping off partly because  
17 they are familiar with it, they are not listening  
18 as much, they think they knew it all, and they are  
19 worried about production rates, so they start  
20 moving it along. They are not as interested, they  
21 are bored, and so on.

22 From the standpoint of the respondent, the  
23 respondent who is hearing this for the first time  
24 or the second maybe, is more likely to spend more  
25 attention, in my impression, than an interviewer

1 who has done it over and over and over again, from  
2 doing something on the order of 400 telephone  
3 interview surveys a year, you hear the respondents  
4 being much more thoughtful in terms of the  
5 responses than interviewers who have heard it all.

6           So, I would expect, don't know, but would  
7 expect that that would translate into the type of  
8 setting that you are talking about, as well, unless  
9 you have extraordinary monitoring of those health  
10 interviewers.

11           DR. SCHMIDT: In your study of this  
12 literature, I wonder if anybody has used this  
13 technique where they are listening to the questions  
14 by earphones and they are looking at the computer  
15 monitor which says yes or no, but the computer  
16 monitor also gives them a picture.

17           So, if you are talking about jaundice, you  
18 see what it is they are saying, and we used to talk  
19 about sex questions and using stick figures, but  
20 the opportunity to amplify the question with a  
21 picture exists.

22           Has that been used in studies?

23           DR. BOYLE: I think there will be some  
24 people commenting later on perhaps about that. The  
25 literature is new enough and the techniques are new

1 enough that I certainly don't have a lot to report  
2 to you on that, but certainly it is an obvious  
3 application and a way to improve understanding  
4 through that methodology.

5 DR. DOPPELT: I was going to ask a related  
6 question. The conclusion you came to seem to be  
7 based mostly on the differences in response for  
8 questions to which the person has an answer, they  
9 just may not feel comfortable giving the answer,  
10 and the question is comparing the interviewer  
11 versus the self-administered, when the person  
12 doesn't understand the question like the jaundice  
13 or, you know, at least with an interviewer, you  
14 have a chance to say, well, you know, jaundice  
15 means you are yellow or something.

16 DR. BOYLE: One of the issues that is  
17 probably true I think across the board, at least in  
18 the survey research industry, is that we insist  
19 that the interviewers read only what is on the  
20 screen. That may involve follow-up probes, and so  
21 on, but when the interviewer is supposed to explain  
22 to somebody what something is, they are as likely  
23 to make an error in that description by making it  
24 too broad or too narrow or leave something out that  
25 you really don't know necessarily what is going on.



1           From the data you saw about interviewer  
2 following rules, even under observation, you worry  
3 about that. Clearly, if you have interviewers or  
4 technology that can flip you to an explanation  
5 about what is or what are the symptoms or whatever,  
6 you can improve the knowledge and comprehension of  
7 the respondent, but unless you have people who are  
8 knowledgeable enough and controlled enough to give  
9 the same and correct answers each time, you do not  
10 want to have somebody who is paid, I don't know,  
11 12, 14 dollars an hour giving explanations about  
12 what hepatitis is or other things to a respondent  
13 if you want an accurate response. That would be my  
14 general response.

15           When we move to the technology, whether it  
16 is CADI or CAPI OR CASI, we are basically, you  
17 know, under hepatitis, you put you are not sure,  
18 and then it brings up data on here is a description  
19 of a person, here is a description of symptoms, and  
20 these things have all been standardized, so that  
21 people who are experts agree that these are good  
22 probes, you are much further down the line.

23           But I would prefer a technology that  
24 provides that in a standardized fashion than  
25 watching interviewers. I have listened to over 50

1 hours of well-trained field interviewers doing  
2 surveys when they knew that it was being taped, and  
3 they say things like "Now about your drug use, oh,  
4 no, I can tell you are a nice person, you wouldn't  
5 answer yes to any of these questions," this is a  
6 Census supervisor.

7           So, my concern is if you can control the  
8 interviewer and the interviewer setting, they have  
9 an opportunity to be value-added, but they have to  
10 be very good, very well trained, and very  
11 controlled, or they simply introduce sort of  
12 uncontrolled error.

13           Yes.

14           DR. LEW: I wanted to comment, though, on  
15 the single study or the larger study looking at  
16 blood donors, and I was impressed with that study,  
17 that I don't know if it is really powered to give  
18 you the answers, because if you notice, at the one  
19 center that has the most donors, it was highly  
20 significant that there was an increase, in fact,  
21 the two centers that had lots of donors, it was  
22 very significant that if you were giving the oral  
23 questions, people were more likely to admit to them  
24 than in the written.

25           I think I would like to distinguish

1 between a written questionnaire versus the  
2 audio-CASI, which is very new and has a lot of  
3 potential.

4 Also, I was impressed that even though the  
5 other two smaller donor centers didn't  
6 statistically have significance, all of them showed  
7 at least a trend I would say that, you know,  
8 face-to-face interviewing got more answers that  
9 would suggest a donor should not donate.

10 Now, their bottom line was maybe the  
11 questions aren't good, and if you can comment on  
12 that. Again, I am very impressed that at least in  
13 those centers, if you ask face to face, it does  
14 make a difference to be able to exclude people who  
15 might be at risk.

16 DR. BOYLE: Oh, I believe that some of the  
17 contributors to that research or at least the  
18 organizations may even be present here may be able  
19 to provide more detail on that than I can.

20 DR. WILLIAMS: John, one mechanism that  
21 has potential application in the blood donor  
22 setting is computer-assisted self-interview without  
23 the audio component. There may not be data to  
24 directly correlate, but would you equate that  
25 closer to a paper questionnaire or would it carry

1 many of the potential benefits of the audio-CASI?

2 DR. BOYLE: It has many advantages over  
3 the paper questionnaire in terms of comprehension  
4 because you have the opportunity to have the  
5 follow-up screens where you can ask the question  
6 have you traveled outside of the United States in  
7 the past whatever years.

8 If yes, then, it takes you to the  
9 continents. If yes, it takes you to the countries  
10 where you are much more likely to get an accurate  
11 answer to your question than the question that says  
12 have you been to the British Isles including Wales,  
13 the Isle of Mann, and so on, on a questionnaire.

14 The opportunities of CAPI to get more  
15 accurate answers, I mean I think are demonstrable  
16 even without data. It allows you to answer, to get  
17 more specific questions, to provide information,  
18 yet not expand the interview link by any notable  
19 amount.

20 In terms of privacy issues, you do not  
21 have the same level of privacy as audio-CASI where  
22 you are hearing the questions and nobody can see on  
23 the screen what the question is. So, I think in  
24 terms of privacy, it is probably comparable to a  
25 self administered because whether you are sitting

1 at a computer screen or you are sitting there with  
2 your questionnaire in front of you, depending upon  
3 the setting where you are cheek by jowl together or  
4 you are sitting by yourself, that tells you what  
5 the privacy is.

6           You probably will generate some novelty  
7 effects. It will also increase the sense of the  
8 legitimacy, which is equated with the level of  
9 effort you make to get these answers, but the big  
10 advantage of CAPI is it would allow you to ask  
11 better questions and get better answers than you  
12 can do in any self-administered, any paper and  
13 pencil format.

14           DR. FITZPATRICK: Based on the lack of any  
15 difference in serological testing at those sites,  
16 do you think we need to do something to study the  
17 effectiveness or see if the oral questions are  
18 actually accomplishing anything?

19           DR. BOYLE: Well, that is a very good  
20 question. I mean when in point of fact you get  
21 higher rates of deferral, but you don't get higher  
22 seroprevalence, the question is whether or not the  
23 additional deferrals you are getting are reducing  
24 risk.

25           It is one study. I would hate to hang my

1 whole hat on it, but it is the obvious question you  
2 ask at the end of the day there.

3 DR. LEW: If I could just comment on that,  
4 because I also thought about that. I don't think  
5 the study was designed adequately to even address  
6 that question, because if you look at it, they took  
7 historical data, and we know that the trend is  
8 going down, et cetera, they could have done a  
9 better job to really address that question.

10 DR. FITZPATRICK: My question was do you  
11 think it is worthwhile, is that enough evidence to  
12 promulgate more research into that area though.

13 DR. BOYLE: Well, let's put it like this.  
14 When I was on the committee, I promulgated research  
15 for everything, but particularly as it relates to  
16 the donor screening questionnaire, because you are  
17 doing, you know millions of them a year, it is a  
18 burden on the respondent, it is a burden on the  
19 facility, it impacts upon presumably donation, so  
20 it better have a good response in terms of risk.

21 At the same time, it covers issues that  
22 may not be picked up by other forms of testing.  
23 So, in terms of the amount of money that is being  
24 spent now, spending a fraction to improve the  
25 quality of the risk protection afforded by the

1 process would seem to be a very valuable and very  
2 important and very significant thing to do, and  
3 then I wouldn't have to stand up here and sort of  
4 say I have got an apple here and a melon here and  
5 an orange here, so I conclude we could actually  
6 have some critical tests.

7 DR. SCHMIDT: I would think that some of  
8 these studies benefit from being repeated after the  
9 American public is exposed to donor voting  
10 techniques, computer assisted, because in my day to  
11 day life I almost never run into a situation where  
12 I have to answer computer assisted questions, so  
13 for many donors coming in, blood donors, this would  
14 be pretty unique, but I think in a couple of years  
15 they will be more used to it except in Florida, of  
16 course.

17 DR. NELSON: The next presentation,  
18 Victoria Virvos is going to talk about the literacy  
19 issues.

20 **Presentation**

21 **Victoria Virvos**

22 MS. VIRVOS: Good morning.

23 [Slide.]

24 Let me start off just by saying I want to  
25 give you just a little bit about my background only

1 because I come from a very different perspective of  
2 everyone pretty much in this room. I am a educator  
3 24 years, I am a bright person, but in this  
4 environment, which is out of my realm, I feel very  
5 illiterate. I think this is a real good issue  
6 because as we look around and as we think about  
7 this whole piece, and it goes way beyond literacy,  
8 the bottom line is this.

9           We are talking a very complex question  
10 that has lots of different pieces to it, and we are  
11 trying to boil it down and say yes or no, and I am  
12 saying that from the start because when I was first  
13 asked to come and present, one of the first things  
14 I did was I went and I called some of my friends  
15 who are reading experts, and I was trying to get  
16 information about literacy.

17           I want you to know I spent so much time  
18 talking to people who are very bright and well  
19 versed in their area, and they could not give me a  
20 specific answer. So, as we look at this  
21 information, what I want you to understand is this.  
22 The bottom line is at the end, I will tell you in  
23 my professional opinion the answer to the question  
24 that is being asked, but I will also tell you that  
25 it's a very complex issue.



1           So, having said that, if we would please  
2 start with the transparencies, the first one on the  
3 considerations.

4           [Slide.]

5           There are some issues here as you look at  
6 answering the question of whether or not first-time  
7 donors should be allowed to actually do a  
8 self-administered questionnaire.

9           I am not going to go over all of these,  
10 but I want you to understand, if any of you are  
11 interested, you find me and I will talk at great  
12 length, but in order to put this in a context and  
13 do it within a relatively reasonable amount of  
14 time, I tried to really limit this, but when you  
15 are talking about that, one of the first things we  
16 need to do is look at what is the definition of  
17 literacy, because I will tell you my definition of  
18 literacy was very different from what the current  
19 definition of literacy is.

20           The second thing is when you look at the  
21 literacy, and we will go over this, but then there  
22 are different levels or scales of literacy, so I am  
23 suggesting that you can look, and the information  
24 that I will share with you, what you need to  
25 understand is that depending on what scale you are

1 in, can change depending on the environment, and so  
2 on and so forth.

3           So, again, all of this is to say we are  
4 taking complex information, trying to make is very  
5 simplistic.

6           You now have also an area of functional  
7 literacy, and again, it is connected, but it is a  
8 different component.

9           You have health literacy, and this is an  
10 issue I think really that for me personally, I  
11 really want you to think about this because if you  
12 take people, such as yourselves, who are embedded  
13 in this, this is your life, your health literacy is  
14 going to be very different from mine.

15           If you take the general public who is  
16 going to be the type of person who is donating  
17 blood, you need to understand they may not be at  
18 the same level of health literacy as some of you  
19 are, not because they are stupid people, but  
20 because they have other lives.

21           I will also tell you I would invite any  
22 one of you--and this is not meant to be unkind, it  
23 is meant to be very honest--come into my world and  
24 see whether or not you would have the same level of  
25 literacy if you were talking to me as an educator.

1           So, when I looked at this, I was looking  
2 really from the point of view of people, not  
3 necessarily those of you who are just immersed in  
4 this whole health issue.

5           You have got readability issues, and I  
6 think you mentioned, and it has major implications,  
7 now again, I am not suggesting one or another  
8 thing, but I am saying that the whole readability  
9 issue, you could give me a lot of what has been  
10 discussed on paper, and I can read it, and not  
11 necessarily make any sense out of it.

12           But then you have got characteristics of  
13 adult learners, and again, this is an issue I think  
14 for some of you that you are missing the boat, and  
15 the reason is this. Adult learners--and what I  
16 looked at specifically was information as it  
17 relates to adults--and I think the point of all of  
18 this is what looks good, makes sense on paper in  
19 this scientific environment, is very different when  
20 you take it into the real world and you deal with  
21 adults.

22           So, having said that, let's just quickly  
23 start with the whole literacy issue.

24           [Slide.]

25           If you look at the top, personally, this

1 was my interpretation of literacy. If you look at  
2 the second one, this is the current definition.  
3 When they took that current definition, because it  
4 is way beyond just being able to read and make  
5 sense out of something that is written, because you  
6 are going to have information presented in lots of  
7 different ways.

8 [Slide.]

9 The study that was done and this whole  
10 data that I am giving you is the most  
11 comprehensive, up-to-date, and I am saying that  
12 because it is also onboard for 2002 to actually be  
13 updated, so what I am giving you is recognized in  
14 terms of literacy to be the most up-to-date.

15 What this organization and the whole  
16 literacy survey, what they did was they created  
17 three literacy scales.

18 [Slide.]

19 These are the three scales that will  
20 affect whether or not someone is at a certain level  
21 of literacy, and if you will just take a moment and  
22 read over those.

23 The bottom line is literacy, it is not  
24 just being able to read something and make sense.

25 [Slide.]

1           These are five levels. What NALS did was  
2 they looked at and they said bottom line is you  
3 don't have just literate or illiterate people.  
4 Wouldn't that be nice if we could do that, but  
5 literally, it is a continuum. Again, I mean this  
6 sincerely. If you look at me in different areas of  
7 my life, sometimes I will be at one level, another  
8 time I will be at a different level depending on  
9 the environment and what is expected of me.

10           Now, again, I am saying, and being very  
11 honest with you, if I go somewhere and there is a  
12 computer, I don't care what level you want to call  
13 it, I am illiterate, and I say this upfront because  
14 does it not make sense to some of you that again we  
15 are not all on the same level, and it has nothing  
16 to do with my degree or my level of intelligence.

17           A lot of it has to do with the environment  
18 meaning if I am in an environment with auto  
19 mechanics, I am going to be at a different level.  
20 Again, if you come into my world of education, if I  
21 looked and if I was talking to every one of you  
22 just one on one, and I said something like you need  
23 to know about me, something you need to know is  
24 that I do have a learning disability and truly, I  
25 actually have ADD as a result of, too, and I have

1 problems at times trying to focus.

2           See, I can talk and talk and talk. You  
3 could look at it on paper, but it is going to  
4 affect whether or not you understand if your  
5 background is not educational in nature. In this  
6 environment, if I stopped in the middle of this,  
7 and if I said does everyone understand or do you  
8 have any questions, and if you are sitting next to  
9 someone in this room that you deem to be important,  
10 crucial to your career or whatever else, I will  
11 guarantee the majority of you in this room may not  
12 have any idea of what I just said, but ain't going  
13 to raise your hand because you don't want to appear  
14 to be stupid.

15           So, I can go into a blood donation center,  
16 which I did last week as a matter of fact, and I  
17 was asking the people in this center about the  
18 whole idea of the self-administered and what they  
19 thought, and so on, and so forth, and I asked this  
20 one lady, I said do you believe that is a good  
21 idea, and she said yes.

22           I said, well, tell me how do you know if  
23 people, what if I am doing this writing, answering,  
24 and I don't understand. She said, well, you can  
25 ask someone. I said what if I don't know what to

1 ask, and she just looked at me and she said I never  
2 thought about that.

3           Now, again, I am giving you a broad  
4 overview, but if you look at the different levels,  
5 Level 1, 21-23 percent of American adults scored in  
6 this level. Now, again, I need to be upfront with  
7 you. That doesn't tell you one thing, I mean it  
8 really and truly does not tell you a lot, and I  
9 also don't want you to make some assumptions based  
10 on that, because--if you will go to the next slide,  
11 please--

12           [Slide.]

13           See, Level 3 from literacy experts is  
14 considered functional literacy, and what that means  
15 if you are trying to be successful in today's labor  
16 market, you need to be at at least Level 3, but I  
17 go back to what you need to know is going to change  
18 depending on your occupation and your environment.

19           My father would have been in Level 1. My  
20 father was one of the brightest men I knew, but my  
21 father came over from Greece, and his English was  
22 very limited. So, you see where a lot of people  
23 who will fall into the first category may be people  
24 in this country who do not have English as their  
25 primary language.

1 [Slide.]

2 This is another way that you can look at  
3 this. Personally, I found it a little too  
4 simplistic, but I just wanted to again put it in  
5 here because I thought it might be helpful for some  
6 of you.

7 [Slide.]

8 The issue of readability. Now, again,  
9 remember that literacy is really big. Let's now  
10 look at readability, because this, to me, if you do  
11 chose to go towards the whole idea of a  
12 self-administered inventory questionnaire, you are  
13 going to have to really think about the readability  
14 issue.

15 [Slide.]

16 These are some current formulas that are  
17 used, and I am not here to tell you which is right  
18 or which is wrong or if one is better than the  
19 other, but I am going to tell you that what I found  
20 fascinating is that the results will vary depending  
21 on which formula you use.

22 So, my question to you will be if you  
23 choose to do this, which formula are you going to  
24 use and how are you going to make that decision,  
25 because what might make sense to me as an educator



1 may not make sense to the general public.

2           If you look, one of the formulas will  
3 return a score two to three grades lower than other  
4 formulas, so again it depends. There is a lot of  
5 variability when you look at the different types of  
6 formulas that you are even going to use.

7           [Slide.]

8           To me, this, I believe, is even more  
9 critical, and if you will look over that, you can  
10 have a readability formula on some literature and  
11 come up with one, if you will, grade level. You  
12 can take the same literature, change the length of  
13 the sentence, some of the words that you use, take  
14 out some of the abbreviations, maybe look at how it  
15 is formatted, possibly put some pictures in there,  
16 look at the writing style of the author, and get a  
17 completely different readability grade level.

18           [Slide.]

19           Most formulas really look at two factors,  
20 and that is the number of syllables and the number  
21 of words in a sentence, but what I wanted you to  
22 see with the slide before, there are too many  
23 variables.

24           If you again look at just the number of  
25 syllables and the number of words in the sentence,

1 I believe, if you will go to the next slide,  
2 wonderful example, that this might make no sense at  
3 all, but if you do a readability formula, depending  
4 on which one that you use, it will come out with  
5 the grade level because of the number of syllables  
6 and so on, and it makes no sense.

7 [Slide.]

8 I know this is simplistic sounding, but I  
9 want you to understand, in essence, that is what I  
10 feel like sometimes is being asked, it is say too  
11 complex in the real world.

12 [Slide.]

13 If you look at the second statement, that  
14 the reading level, the readability piece, it  
15 predicts, if you look at it more for prediction,  
16 most of them look at how people will answer,  
17 getting 50 percent correct answers on a  
18 comprehension test.

19 What that means in English is this. If I  
20 have something that is scored at a ninth grade  
21 level, what it means is if you have reasonable  
22 reading ability, you should be able, when you read  
23 something at a ninth grade level, if you are a  
24 ninth grader, to answer 50 percent of the questions  
25 on comprehension correctly.

1           Now, again, I go back to if I am going to  
2 be getting blood, I don't like that.

3           [Slide.]

4           These are some things that again I want  
5 you to think about as you make some decisions. The  
6 first is adults typically, if you look at all of  
7 the adults across the country, typically will read  
8 at an eighth grade level. That is if you take  
9 everyone together, add them up, and so on, that  
10 many adults read at least one to two grade levels  
11 below their last school grade completed.

12           So, you can't look at someone who has  
13 finished high school and assume they would be on a  
14 grade 12. There was some fascinating information  
15 on the whole idea of health. Again, I am saying  
16 this because of recently having quite a bit of  
17 experience with my mother who was in the hospital  
18 and talking to physicians, reading material, being  
19 competent in my world, but in a health environment  
20 not being able to make a great deal of sense.

21           What I have found through some of the  
22 readings that I have done is that for a lot of  
23 people in this country, when it is health related,  
24 the literacy level is a lot lower than most people  
25 realize.

1           Again this is not meant to be unkind, it  
2 is meant to be honest. Many physician in the room  
3 and in this country, they might say something, it  
4 makes great sense to them, but if the consumer does  
5 not understand, what you are going to find is  
6 comprehension goes down. Again, it is not because  
7 they are stupid people, it is because they don't  
8 understand what is being said.

9           So, what was recommended really is that  
10 information be written at a fifth grade or lower  
11 reading level. Now, that sounds to me really low,  
12 but I will also tell you, if your ultimate goal is  
13 for people to be able to comprehend what it is that  
14 they are reading, you need to look at the people to  
15 whom the information is directed.

16           The reading ability of a person does not  
17 always match his or her educational level. That is  
18 why I am not really spending time talking about the  
19 blood donors that you currently have because to me  
20 this goes way beyond that, and what their academic  
21 level is may not necessarily have anything to do  
22 with the understanding of questionnaires.

23           As a general rule, it is better to write a  
24 document that is below the reading skill level of  
25 the intended audience. Again, this goes back to if

1 you want people to be able to give you accurate,  
2 honest information.

3 [Slide.]

4 This bottom line in conclusion. If you  
5 were to ask him for my professional opinion should  
6 self-administration of the donor history  
7 questionnaire for first-time donors be allowed, I  
8 would say you will make whatever decision you  
9 choose. I personally believe it is not right, and  
10 it is not right for a variety of reasons.

11 I would also ask you to really think about  
12 that if you are doing this self-administration, if  
13 you choose to do that, I would make sure that you  
14 look at how it is written, I would make sure that  
15 you look at what words are being used, I would make  
16 sure that you look at what happens from the moment  
17 people walk into the environment, because I will  
18 tell you, and again it goes back to just working  
19 with people, that if you want first-time donors to  
20 be repeat donors, I believe really and truly that  
21 you need to have the human interaction one on one.

22 Does that mean that that is perfect? I am  
23 not suggesting it does mean that, but I am going to  
24 tell you, and it has been fascinating for me just  
25 to look at some of the reactions because again,

1 keep in mind my background is behavior, I can't  
2 turn it off, but it is amazing to me where  
3 sometimes there is information that people are  
4 giving facially, I mean it is very blatant, and  
5 other people will miss it.

6           If you want some people behind this whole  
7 idea about having human interaction, Daniel  
8 Goldman, you are familiar with him I am sure, who  
9 has written a lot of books on the whole emotional  
10 intelligence, one of the things that comes out loud  
11 and clear in a lot of his books is if you take two  
12 people with the same skill level, the ones who are  
13 more successful in this life are the people who  
14 have people skills, and I think we are forgetting  
15 that in this whole quest.

16           Again, it is to be scientific, but you  
17 can't remove the human piece out of this because  
18 you are dealing with people. The other thing I  
19 want you to really think about is Eric Jensen, who  
20 has spent a great deal of time looking not just at  
21 the brain research, but with learners and people,  
22 he has got a lot of information that pretty much  
23 says that people let you know what state. You will  
24 have learner states. They will let you know what  
25 state they are in, in very blatant terms.

1           As a teacher, when I am giving  
2 information, I will tell you I might ask people do  
3 you understand. They can nod their heads, but they  
4 are nonverbally giving me very different  
5 information.

6           It was fascinating, last week, when I was  
7 in a blood donation location, that will remain  
8 nameless, someone passed out, literally fainted,  
9 and I asked one of the people, I said could you not  
10 tell that this person was having some problems, I  
11 mean because someone does not raise their hand and  
12 say excuse me, the fact of the matter is if we look  
13 at if we expect people to give us all of this  
14 information, you see where we are going to lose  
15 sight of information people are giving us that  
16 might be more non-verbal.

17           I go back to--again, if any of you are  
18 interested, I will be more than happy to talk to  
19 you about this, but when you look at some of the  
20 research on adult learners, one of the things that  
21 you will find that is loud and clear in the  
22 literature--again, this is pretty much how I make  
23 my living--is that for most people who are adults,  
24 when they are successful on the job, it is even  
25 more difficult for them to ask for help. If I go

1 off of my job into a donation environment, and I am  
2 in an environment and I am looking at this  
3 information, and I believe I am supposed to know  
4 everything, it is very uncomfortable for me to  
5 raise my hand or go ask someone for some help.

6           So, does it make sense that if you need  
7 help, you should ask for it, yes, but in the real  
8 world, I go back to that is questionable. So, all  
9 I am going to ask for those of you in this room who  
10 are in a decisionmaking position, just keep in mind  
11 that we want to do what is right, but we also want  
12 to understand that when you are looking at donors,  
13 particularly your first-time donors, and if you  
14 want to make them ultimately become repeat donors,  
15 we need to realize that we can't become elitist and  
16 have expectations that everyone is on the same  
17 playing ground in terms of the knowledge of health  
18 issues.

19           Thank you.

20           DR. NELSON: Thanks.

21           Questions?

22           DR. DOPPELT: We have in our packet this  
23 donor questionnaire. Have you read this?

24           MS. VIRVOS: Yes, sir, I have.

25           DR. DOPPELT: At what grade level do you



1 think this is?

2 MS. VIRVOS: I have no clue. I will also  
3 tell you this, I was--

4 DR. DOPPELT: I mean you talk about  
5 sentence length, and so forth. I mean they are not  
6 very long. They are all pretty short.

7 MS. VIRVOS: That is relatively new. If  
8 you remember the one prior to that, was so  
9 convoluted. But to answer your question, I am not  
10 sure, and the reason I am not sure is because even  
11 if you had little words, you need to understand  
12 that because some of the medical terms, I mean you  
13 have got so many medical terms there that even if  
14 you had single syllable words, it is going to  
15 impact.

16 So, to answer, I don't know the answer. I  
17 don't know the answer, and I don't know that there  
18 is truly a reading formula that will be able to get  
19 at not just the number of syllables and the length  
20 of the sentences, but also tie into the whole  
21 comprehension piece.

22 To me, that is something you need to  
23 really think about is I might be able to read  
24 something, have it in my hand, I may not be able to  
25 comprehend enough to give a correct answer.

1 DR. EPSTEIN: Could I ask you to focus  
2 specifically on the question of audio-CASI, because  
3 we made a distinction in our draft guidance between  
4 a presumed equivalence of audio-CASI to a  
5 face-to-face interview versus other forms of  
6 self-administered questionnaire, and I am concerned  
7 that in your general conclusion that a  
8 self-administration, a general questionnaire to  
9 first-time donors is not appropriate, you haven't  
10 focused on whether there is any useful distinction  
11 to be made for audio-CASI versus other formats.

12 I think that that is very important for  
13 the committee because it is sort of the focal point  
14 of the questions that the members will be asked.

15 MS. VIRVOS: I understand. I will  
16 acknowledge that, and the reason I did not focus on  
17 that was because I was asked specifically to talk  
18 about the self-administration of the donor  
19 questionnaire and I am not that familiar with that  
20 other piece.

21 DR. EPSTEIN: So, if I could sort of focus  
22 this point, the opinions that you have provided  
23 would be largely applicable to a person reading the  
24 questionnaire.

25 MS. VIRVOS: No. Let me say this.

1 Because you can take the computer piece, in  
2 essence, it is going to be some of the same  
3 information, because it's on a computer, because I  
4 have headphones on, and I am hearing the words does  
5 not help me comprehend any better.

6 So, if you are looking at reading it or  
7 having headphones and having the information on a  
8 screen, and we are still going over the same words,  
9 and I can't understand it in print, then, even if I  
10 hear it, the comprehension personally I think will  
11 still be--

12 DR. EPSTEIN: Well, let me press that  
13 point. Are you suggesting to us that the  
14 professional literature indicates that auditory  
15 literacy is different or not different from written  
16 literacy? You are suggesting that there is no  
17 difference.

18 MS. VIRVOS: No, I am not suggesting that.  
19 What I am saying is we are looking beyond. You can  
20 read it, you can hear it, you can see it, but if I  
21 don't understand it, it doesn't matter. It is the  
22 same thing in a one-on-one interview. If you talk  
23 to me and even if I am able to look at the  
24 information in front of me, if I cannot comprehend  
25 the information because I do not understand the

1 words, you see, to me what you are looking at, you  
2 are looking at apples and oranges.

3 I want to look at more of the  
4 comprehension piece. If I am sitting in front of a  
5 computer or if I am doing a  
6 self-administered--again, this is where I might  
7 disagree with some of you--I will tell you this.  
8 If I am watching you and if you show me on your  
9 face you do not understand, then, I would stop.  
10 Whether or not I am supposed to, I know I would  
11 stop and say you look like you have a question, but  
12 if I am in a room by myself and I am doing this, no  
13 one is going to be able to even pick up on that.

14 DR. EPSTEIN: Again, just to try to  
15 clarify matters, you might argue that there may be  
16 no ultimate difference in comprehension, but it is  
17 conceivable that there might be differences in  
18 honesty of reporting.

19 In other words, your argument would tend  
20 toward a conclusion that the use of computers or  
21 computer-plus audio may not alter comprehension,  
22 but one could still potentially have a useful  
23 difference in accuracy or honesty of responses  
24 unrelated to comprehension in other words.

25 MS. VIRVOS: But how can I be accurate in

1 my response if I don't understand?

2 DR. EPSTEIN: No. I am saying that the  
3 percent of respondents who comprehend might not be  
4 different, but among the subset who do comprehend,  
5 there might be differences in accuracy of reporting  
6 based on the medium.

7 DR. NELSON: You are saying that you won't  
8 be able to detect non-comprehension as well in a  
9 self-administered questionnaire as you would with a  
10 personal interview, isn't that right?

11 MS. VIRVOS: That is one of the things I  
12 am saying.

13 DR. NELSON: Isn't that what you are  
14 saying?

15 MS. VIRVOS: Yes, sir. The other issue is  
16 this. Again, please understand I don't come from  
17 your background, so I could probably say it in a  
18 more eloquent way and have you understand better,  
19 but I can't, this is me, but I will tell you that  
20 when you have face-to-face human interaction, my  
21 experience has been that people are more honest  
22 when they feel a connection to the person.

23 DR. NELSON: Well, I think there are two  
24 issues. One is honesty and the other is  
25 comprehension, and I think, as I understand it, you

1 may be focusing on the comprehension issue, Dr.  
2 Boyle was focusing on the honesty issue related to  
3 privacy and the fact that the human interaction has  
4 a down side as well as an up side.

5 MS. VIRVOS: Yes.

6 DR. NELSON: And the down side is if it is  
7 your next-door neighbor, you may not be as honest  
8 if it were the computer even though the computer  
9 could probably be linked to 10 million people,  
10 people think it is more private.

11 MS. VIRVOS: I go back to what I really do  
12 believe is this. I believe that there is not a  
13 simple answer to this, that it doesn't matter which  
14 method you choose, there are going to up and down  
15 sides to everything that you choose.

16 DR. NELSON: Well, the endpoint is  
17 validity, in other words, can we get valid answers  
18 to the questions we are asking, and there is  
19 multi-components that I think we have to weigh.

20 Another thing, as I understand it, the  
21 committee is being asked is should the whole  
22 questionnaire be self-administered in some form or  
23 another or should it be part self-administered and  
24 part direct questions, and when you come to travel  
25 to various places, it changes commonly, I can see

1 that that is a problem.

2 DR. FITZPATRICK: Just as an educator, one  
3 of the things that isn't evident from the  
4 literature today or the discussion today, but we  
5 have talked about a little bit in the past, what  
6 difference do you think it would make, or do you  
7 think it would make a difference, for those places  
8 that provide the donor some sort of education about  
9 the questions prior to giving them the  
10 questionnaire, and there are sites that provide a  
11 videotaped explanation of the importance of  
12 questions and what some of them mean, and then  
13 provide them the questionnaire, there are some  
14 places that stand before a group and do the same  
15 thing, and then provide them the questionnaire for  
16 self-administration?

17 I know you probably didn't evaluate that,  
18 but do you think that could make a difference?

19 MS. VIRVOS: My first response would be  
20 yes. My second response would be depending on,  
21 because it goes back to the comprehension piece,  
22 that the video, whatever other literature is going  
23 to be supplemental, needs to be at a level that I  
24 can understand.

25 Again, so, yes, I am saying that could

1 help, but I am also suggesting to you it is not  
2 that simple. It is taking complex medical  
3 information and trying to put it into a level where  
4 people can comprehend even if they don't have a  
5 health background.

6 DR. ALLEN: I want to thank you for your  
7 presentation and the information. I think it is  
8 very helpful for us because it does provide a  
9 totally different perspective. I commend you also  
10 for going to a blood collection center and doing  
11 direct observation.

12 Did you get a chance to observe any  
13 questioning of donors in the process, or have you  
14 yourself donated blood and gone through that?

15 MS. VIRVOS: I have donated blood, I have  
16 gone through that. I also, because I had traveled  
17 last year, I had to wait a year to donate blood, so  
18 I was asked some of those questions one on one.

19 I will tell you that--again, this is my  
20 honest response--if I had not been so involved with  
21 the focus groups when we were trying to look at the  
22 questions and rewrite them, so that more people  
23 could understand them, based on the explanation  
24 that I got from the person who was helping me, I  
25 don't know that I would have been as successful in



1 answering them, but I will also tell you, having  
2 said that, if I had had the opportunity to read  
3 without even a human being around, and asked, you  
4 know, go to someone if I needed help, I will tell  
5 you what I would have done, is I would have  
6 probably very sweetly, because my mama taught me to  
7 do that, I would have smiled, and when that person  
8 turned his or her back, I would have left the  
9 center, not to return, because people don't like  
10 feeling incompetent, and it had nothing to do with  
11 the individuals in the room. I am saying it has to  
12 do if I am successful on my job, when you put me in  
13 another environment, and I am not successful, what  
14 a lot of us will do is we will try not to go back  
15 into that environment.

16           Personally, I want to make it so that the  
17 blood donation process is open to all people,  
18 because I think really and truly as we look at some  
19 of the people coming up through schools today, we  
20 have got a lot of people who are doing more  
21 traveling and they are not just going to normal  
22 places, and so I personally believe your pool is  
23 going to be smaller and smaller and smaller.

24           That is why to me--again, I do realize we  
25 are looking at first-time donors, and that is

1 really what I tried to focus on, but in the back of  
2 my mind, what I also want to do is I want to make  
3 those first-time donors be repeat donors.

4 DR. NELSON: Other questions?

5 If there is no other discussion, there  
6 were three groups that wanted to make comments at  
7 the open public hearing.

8 First is America's Blood Centers. Mary  
9 Townsend.

10 **Open Public Hearing**

11 DR. TOWNSEND: Thank you. I did want to  
12 clarify I am speaking for the AABB Task Force, not  
13 for ABC.

14 I want to refer you to the written  
15 comments that you have in your packet. I don't  
16 want to take your time to tell you who AABB is  
17 because you know who we are. The members of the  
18 AABB Interorganizational Task Force to redesign the  
19 Uniform Donor History Questionnaire, which is a  
20 mouthful, the members are listed in there.

21 I just want to mention that we had  
22 membership from many blood organizations, as well  
23 as from the government agencies, from the military,  
24 survey design experts, a statistician, and an  
25 ethicist.

1           As you know from the presentation to this  
2 advisory committee three months ago, the Task Force  
3 have completed an extensive process to redesign and  
4 simplify their donor questionnaire. We appreciate  
5 the unanimous endorsement that you gave us three  
6 months ago.

7           The Task Force members unanimously support  
8 the use of self-administered questionnaires, or  
9 SAQs. The concept of the self-administered format  
10 was the fundamental principle underlying the Task  
11 Force's redesign effort. The Task Force requests  
12 that all donors be permitted to self-administer the  
13 questionnaire.

14           There is a considerable body of survey  
15 design literature that supports the use of SAQs  
16 over face-to-face interviews. First, to address  
17 the concerns about SAQs in first-time donor use, a  
18 study by Mayo that is referenced showed that, in  
19 general, first-time and occasional donors were  
20 actually more likely than frequent donors to pay  
21 attention to self-administered questions.

22           Furthermore, a precedent for allowing  
23 donor self-administration of a questionnaire has  
24 already been established in 1998 when the American  
25 Red Cross received FDA approval for such an

1 approach, and you will be hearing from the Red  
2 Cross in a moment about their experience.

3 In other non-Red Cross blood centers, it  
4 is common practice for both first-time and repeat  
5 donors to self-administer all the questions on the  
6 questionnaire except for the HIV high-risk  
7 questions. This practice has been in place many  
8 years, and there is no evidence that by now  
9 prohibiting self-administration of the  
10 questionnaire by first-time donors, an improved  
11 donor qualification process would result.

12 Indeed, the primary, if not the sole,  
13 reason that donors are not permitted to  
14 self-administer the high-risk questions is that FDA  
15 currently prohibits this practice. At the time  
16 these questions were first introduced, it may have  
17 been prudent to require that staff administer these  
18 questions, but there is no evidence that this is  
19 still a valid concept.

20 A CDC-sponsored interview study of  
21 HIV-positive blood donors at major blood centers  
22 throughout the United States between 1988 and 1998  
23 showed that among 425 HIV-positive first-time  
24 donors interviewed, approximately 20 percent  
25 expressed privacy concern as one reason that they

1 did not self-defer even though they knew that they  
2 should.

3           Outside of the blood donor screening area,  
4 there has been considerable evidence of this  
5 response anonymity effect that was described by  
6 John Boyle in which respondents are reluctant to  
7 admit to an interviewer that they have engaged in  
8 illegal or embarrassing activities.

9           Examples also cited include studies by  
10 Aquilino demonstrating greater likelihood to  
11 discuss a history of depression and admit to  
12 illegal use of drugs and alcohol in  
13 self-administered questionnaires compared to other  
14 modalities, and Tourangeau showing a significantly  
15 increased likelihood to report a number of sexual  
16 partners, sexually transmitted diseases, and condom  
17 use in SAQs as opposed to face-to-face interviews.  
18 In fact, Tourangeau concluded that increasing the  
19 privacy of data collection via self-administration  
20 is the approach most widely believe to improve  
21 accuracy of answers to sensitive questions.

22           It is particularly relevant to this  
23 discussion to note that the cognitive interviews  
24 performed for the Task Force by Paul Beatty and his  
25 colleagues at the National Center for Health

1 Statistics assumed a self-administered survey, and  
2 they were done using participants who had never  
3 donated blood, that is your equivalent of the  
4 first-time donor.

5           So, when we talk about taking this donor  
6 questionnaire into the real world, it was done, the  
7 studies have been done by the committee, by the  
8 Task Force. These studies offer reassurance that a  
9 SAQ would be effective in a blood donor screening  
10 milieu.

11           A final argument against use for SAQ is  
12 that the interview process itself, as Dr. Boyle has  
13 already shown, may serve as a vehicle for  
14 introducing errors into data collection.  
15 Interviewers may inject such errors by reading  
16 questions too quickly, which we have all heard  
17 about, or with little discussion, thereby resulting  
18 in failure to trigger an appropriate or accurate  
19 response.

20           Vocal inflections can also have the same  
21 effect. This can be avoided by having individuals  
22 read the questions themselves, an approach that has  
23 been shown to improve response and focus  
24 inaccuracy. Even well-trained interviewers can  
25 start to anticipate responses to questions that

1 have little response variation and may introduce  
2 unintended variables into question administration.  
3 The SAQs appear to reduce the unintended effects of  
4 interviewer on the answers to the questions.

5           Finally, we would like to address FDA's  
6 concerns about donor literacy. Data from the REDS  
7 study show that the vast majority of donors have a  
8 high school education or greater, whatever that  
9 means, and literacy therefore should not be an  
10 issue for many donors.

11           I want to remind that you donor screening  
12 does not occur in a vacuum. The Task Force  
13 realizes that donor screening is a process  
14 including donor education, questionnaires, and  
15 interaction with the donors after this  
16 questionnaire is completed.

17           Even if a donor has literacy problems or  
18 reading problems for that matter, and those of us  
19 who are getting older understand that, the FDA is  
20 aware that the donor receives careful attention  
21 through the donation process. Simply observation  
22 alone can determine that someone is inattentive and  
23 does not appear to be reading the questions.

24           In such situations, the staff will  
25 intervene and administer questions if necessary.

1 The User Brochure developed by the Task Force  
2 emphasizes that blood center staff should invite  
3 inquiries from donors and be available in the event  
4 that the donor is having problems.

5 The Task Force also took a common sense  
6 approach of embedding quality assurance tools  
7 within the new questionnaire to demonstrate donor  
8 attentiveness and understanding by designing the  
9 new questionnaire to detect when somebody is just,  
10 quote "checking" the boxes.

11 It is worth noting that FDA  
12 representatives to the Task Force were involved in  
13 the very rigorous discussions that led to the Task  
14 Force taking these additional measures. The Task  
15 Force does not endorse oral administration of the  
16 questionnaire for all first-time donors in the  
17 unlikely event that an isolated donor may be  
18 illiterate. The means to determine if someone is  
19 having difficulty reading the questions already  
20 exist in current screening practice and, further,  
21 has been built into the new questionnaires.

22 Again, I want to remind the committee that  
23 this does not occur in a vacuum. We are not  
24 talking about handing a person a donor screening  
25 implement, having them fill it out, turn it back,



1 and say okay, let's go.

2           If the User Brochure instructs the  
3 screener to interact with the donor upon completion  
4 of that instrument. For example, on the travel  
5 question, if a donor checks yes, they have traveled  
6 out of the United States, then, the donor screener  
7 sits down and discussed the travel pattern and  
8 history with the screener.

9           I want to remind you that these are  
10 capture questions and they are aimed at capturing  
11 activity that then will be elicited and discussed  
12 by the screener. I also want to remind you that  
13 the Task Force, in designing this new  
14 questionnaire, has already a great deal of time and  
15 effort to already address sentence length, word  
16 choice, use of abbreviations, the layout of the  
17 document, formatting of the document, and overall  
18 organization of the content.

19           I want to remind you that we are talking  
20 about the new questionnaire, not the old,  
21 complicated, complex one.

22           Blood centers around the United States are  
23 still awaiting FDA's response to the questionnaire  
24 redesign proposal that was submitted to FDA in  
25 March. The Task Force would like to assist the FDA

1 review process in any way possible, and would not  
2 like to see the process further delayed by any  
3 possible impasse over the issue of donor literacy.

4           As an alternative to the very prescriptive  
5 requirement to orally administer the questionnaire,  
6 to detect a very small number who may have a  
7 literacy or reading problem, the Task Force would  
8 like to offer several suggestions.

9           One is that FDA recommend that blood  
10 centers develop a mechanism for determining if  
11 first-time donors have literacy or other reading  
12 problems. Another approach utilized in the plasma  
13 industry is simply to ask donors to read aloud  
14 selected items from the educational material or the  
15 questionnaires to demonstrate literacy.

16           We would emphasize that we would like to  
17 have as much flexibility as possible for the blood  
18 centers.

19           In closing, the Task Force would again  
20 like to emphasize its firm conviction, based on  
21 survey design literature and expertise, and the  
22 evaluation project of the National Center for  
23 Health Statistics, that the blood donor  
24 questionnaires should be self-administered by all  
25 donors.

1 Thank you for your time.

2 DR. NELSON: Thank you.

3 Comments or questions?

4 DR. LEW: Just a quick one. You mentioned  
5 the CDC study that 20 percent of people who were  
6 HIV-positive who donated said there were privacy  
7 concerns, but what we don't know is how many  
8 people, because they were confronted with questions  
9 face-to-face, as we saw with the other studies,  
10 they actually admitted that they did, and then they  
11 deferred.

12 DR. TOWNSEND: And I don't believe that  
13 was addressed in that study.

14 DR. LEW: That's right, so it could be  
15 that many more people, because of the face-to-face,  
16 actually said no, I have this risk, I am not going  
17 to donate. Also, you didn't give the other 80  
18 percent of why people continued to donate, was it  
19 comprehension?

20 DR. TOWNSEND: To be honest with you, I  
21 don't have that study. That data was provided to  
22 us, I believe by Mary Chamberland, who is not here.

23 DR. FITZPATRICK: Are we to infer from  
24 your comments that since you submitted it to FDA in  
25 March, there has been no dialogue between you and

1 FDA?

2 DR. TOWNSEND: Not that I know of. Kay?

3 That is correct.

4 DR. FITZPATRICK: Second, in the studies  
5 and the activity that was done in developing the  
6 Uniform Donor History Questionnaire, were there  
7 instances when you provided the questionnaire to a  
8 group, and then repeated it at some later date with  
9 that same group to determine the validity and  
10 honesty of the answers and the questions?

11 DR. TOWNSEND: No.

12 DR. FALLAT: I think it the questionnaire  
13 that you were using is the one that we have in  
14 front of us?

15 DR. TOWNSEND: Yes, that is the new  
16 questionnaire.

17 DR. FALLAT: Is that the one that you were  
18 using?

19 DR. TOWNSEND: Right.

20 DR. FALLAT: It seems to me curious that  
21 there is no column that says "don't understand" or  
22 "not sure." Has that ever been considered, and  
23 wouldn't that be an important column to add to  
24 respond to the understanding or illiteracy  
25 question.

1 DR. TOWNSEND: No, actually, that is  
2 covered in the User Brochure. As I said, this is  
3 not done in a vacuum. Donors will be handed this  
4 questionnaire and will be instructed what to do,  
5 and one of the instructions is if you are not sure  
6 about an answer, leave it blank, and they can also  
7 mark on it.

8 At the end, the donor sits down with the  
9 screener and they go over this questionnaire  
10 together if there are any questions. So, these are  
11 capture questions simply to see where the screener  
12 needs to put the emphasis, which we believe is a  
13 better use of screener time, talking one-on-one  
14 with the donor about where their issues are, where  
15 their questions are, and the rest of the stuff that  
16 is easily understood could be answered.

17 DR. FALLAT: Do you have any data on the  
18 number of people or the number of questions and the  
19 kinds of questions that were left blank then?

20 DR. TOWNSEND: No, the testing of this was  
21 not done on the whole instrument. The testing of  
22 these questions was done question by question in  
23 donor interviews, looking at the content of the  
24 question itself.

25 The Task Force had limited funds and our

1 emphasis was on developing better questions, and  
2 the studies were done in developing better  
3 questions. Although we would have liked to have  
4 taken the whole questionnaire at the end and tested  
5 it as a whole, we were unable to do that. Kay, am  
6 I correct? Yes.

7 DR. NELSON: The next is Dr. Peter Page  
8 from the American Red Cross.

9 DR. PAGE: Thank you. The American Red  
10 Cross is a member of the American Association of  
11 Blood Banks and supports the statement that they  
12 just made. They and others earlier this morning  
13 referred to some data the Red Cross has collected  
14 in the past and presented to the FDA, which I will  
15 now review with you on the SAHH or  
16 Self-Administered Health History.

17 [Slide.]

18 I will first describe the process. It  
19 provides standard written informational materials.  
20 We have a brochure that we call What You Must Know  
21 Before Donating Blood, which relates risk behavior  
22 in relation to blood safety. The donors later sign  
23 that they have read and understood that brochure.

24 Each presenting donor is provided  
25 instructions for completing the Self-Administered

1 Health History in a confidential setting.

2           The donor completes the questions on what  
3 we call the Blood Donation Record, and then the  
4 health historian, the Red Cross staff person  
5 assesses the donor's comprehension by asking four  
6 questions orally.

7           [Slide.]

8           The health historian reviews the Blood  
9 Donation Record for any "yes" responses to  
10 questions. They review it for legibility and they  
11 review it for completeness to ensure that all  
12 questions have an answer.

13           The health historian then reviews with the  
14 donor orally and documents information for any and  
15 all "yes" responses, and it is the health  
16 historian, the staff person, that then determines  
17 the donor eligibility.

18           [Slide.]

19           The procedure for verifying donor  
20 comprehension. After the donor has completed the  
21 form and answered all the questions, the health  
22 historian asks each donor four things. He asks the  
23 donor: Do you have any questions? Do you  
24 understand all of the questions on the form? Would  
25 you like someone to go over the questions you

1 answered with you? Do you feel that your form was  
2 completed in a confidential manner?

3 If there are any "no" responses, then the  
4 staff will perform a staff-administered health  
5 history for that presenting donor.

6 [Slide.]

7 We compared Self-Administered Health  
8 History with Direct Oral Questioning or DOQ. This  
9 was a study in which we had four parts. We  
10 assessed donor call back, otherwise also known as  
11 post-donation information, exemplified by a donor  
12 developing a fever a day or two after the donation  
13 and calling back to make sure we are aware of that,  
14 something that was referred to in an earlier  
15 presentation today on another subject.

16 We also assessed donor deferral rates for  
17 the high-risk questions in self-administered versus  
18 direct oral questioning. We looked at the  
19 confirmed positive viral marker rates, and then  
20 there was a survey of donor and staff regarding  
21 satisfaction.

22 The next slide describes the sequence and  
23 the size of the study.

24 [Slide.]

25 There were nine study regions of Red



1 Cross's 36 blood regions around the country, and  
2 there were 5 control regions that were selected for  
3 a similar urban-rural mix.

4           The study began in January of 1996 and  
5 both the study and the control group for six months  
6 used Direct Oral Questioning, so we have comparison  
7 of the study regions and the control regions doing  
8 the same things at the same time in the beginning.

9           Then, the study region, nine of them, for  
10 a year used Self-Administered Health History for  
11 over 2 million donations, and then the control  
12 regions stayed with Direct Oral Questioning for  
13 800,000 donations.

14           So, we have the Self-Administered Health  
15 History data, which we can compare historically to  
16 the same regions earlier, and we can also compare  
17 it to, at the same time, the other control regions.  
18 Both comparisons were done.

19           The next slide shows the conclusions.

20           [Slide.]

21           The donor call back rate or post-donation  
22 information was statistically significantly greater  
23 with the Self-Administered Health History, but not  
24 a large difference.

25           The deferral on high-risk questions had a

1 statistically significant increase overall and  
2 depending on whether you looked at the other  
3 regions at the same time or the same regions  
4 historically, it was a 42 to 57 percent increase in  
5 deferrals for high-risk questions or people who  
6 didn't donate and we don't have a test result on.

7           We looked at the infectious disease marker  
8 rates and for HIV and hepatitis B surface antigen,  
9 there was no difference and no change.

10           For hepatitis C and syphilis, there was an  
11 increase, however, historically from the early part  
12 to the latter part, but the same increase was  
13 observed in the control regions.

14           For HTLV, in three of the nine study  
15 regions, there was an increase, and the same  
16 increase was not observed in control regions. The  
17 increase was small.

18           We concluded that Self-Administered Health  
19 History is comparable to Direct Oral Questioning.

20           [Slide.]

21           The donor and staff satisfaction surveys  
22 showed the donor processing time decreased an  
23 average of 4 minutes and up to 8 minutes, an issue  
24 that has been a complaint from many donors that it  
25 takes so long to donate.

1           There was a sense that particularly the  
2 older donors were less embarrassed, and the staff  
3 felt that donor comprehension was good. Some staff  
4 members felt that donors would be more honest in  
5 not having to verbalize some sensitive information.  
6 This is based upon surveys of staff and donors.

7           [Slide.]

8           This slide is a copy of a letter we  
9 received from the FDA in 1998.

10          [Slide.]

11          This slide summarizes the key points that  
12 the FDA has accepted this data and accepts us  
13 including Self-Administered Health Histories as an  
14 alternative to direct oral questioning in our  
15 procedures.

16          [Slide.]

17          My last slide just states that since that  
18 approval, we have screened over 5 million  
19 first-time donations using this process.

20          Thank you.

21          DR. NELSON: Do you have any sense of the  
22 issue raised by the previous speaker about the  
23 proportion where there were real significant  
24 comprehension problems with the questionnaire when  
25 you went to the self-administered from the oral?

1 DR. PAGE: I don't have with me, and don't  
2 know if we have, data about the number of times the  
3 donors answers "yes" to one of the four questions  
4 trying to determine whether they understood it or  
5 not, and I don't have data as to how many questions  
6 are left unanswered in self-administered to bring  
7 to the person, but that is data that we could  
8 prospectively collect.

9 DR. SIMON: I may have missed it, but this  
10 includes now the high-risk questions or does not?

11 DR. PAGE: Yes, all questions.

12 DR. SIMON: All questions.

13 DR. PAGE: The only questions necessarily  
14 asked are the ones do you have any questions, do  
15 you understand the questions, do you want somebody  
16 else to go over it with you, and do you feel it was  
17 done in a confidential manner.

18 DR. STUVER: Do you have any sense of if  
19 there were any differences between the two  
20 methodologies with respect to whether they were  
21 first-time donor or repeat donor?

22 DR. PAGE: No. This study was done to  
23 study the acceptability or a similarity of direct  
24 oral and self-administered, and this study did not  
25 provide out first-time from repeat. This was done

1 six to seven years ago.

2 DR. NELSON: Twenty, 30 percent of donors  
3 are first-time?

4 DR. PAGE: That's correct, about 20  
5 percent in general were first-time, or 20 percent  
6 of donations are from first-time donors.

7 DR. NELSON: So, you would probably have  
8 several hundred thousand.

9 DR. PAGE: Five million since then. Oh,  
10 but in the study--

11 DR. NELSON: In the study.

12 DR. PAGE: In the study, it would have  
13 been several hundred thousand, yes.

14 DR. KOFF: Peter, can you mention what the  
15 four questions that were asked that were used to  
16 judge comprehension?

17 DR. PAGE: They are: one, do you have any  
18 questions; two, do you understand all of the  
19 questions on the form; three, would you like  
20 someone to go over the questions you answered with  
21 you; and, four, do you feel that your form was  
22 completed in a confidential manner.

23 DR. KOFF: Those really don't sound to me  
24 like they are really getting to the question of  
25 comprehension. They are getting to perception maybe

1 of comprehension, but have there been any studies  
2 using SAHH actually trying to get a handle on how  
3 much comprehension actually occurred? Have you  
4 done anything in that direction?

5 DR. PAGE: Not that I am aware of  
6 specifically, but this is not a field that I have  
7 been close to over the years.

8 DR. LEW: That is something I wanted to  
9 ask myself. I am just amazed that we are now  
10 jumping into this, 5 million people already using  
11 this, and yet, there is some important questions  
12 about comprehension and validity of using the  
13 self-administered test, but we are jumping into it  
14 without any prospective studies, I mean studies to  
15 actually look at it and make the decision if this  
16 is the right thing to do.

17 I am also impressed with one of the slides  
18 that was shown. A fifth of all people, 20 percent  
19 don't know what hepatitis means. If you look at  
20 the new questionnaire, you know, have you ever had  
21 it, et cetera, and the way this is set up, your  
22 system, you only kind of pursue those questions  
23 where people answer yes.

24 Many people, when they see a word they  
25 don't understand, oh, no, I didn't have that

1 disease, and they are just going to check off "no."  
2 It is hard to believe that we are doing this to  
3 millions and millions of people without stronger  
4 testing to make sure it is the right thing to do.

5 DR. PAGE: We do ask them if they have any  
6 questions, but if--

7 DR. LEW: I would like to ask the people  
8 who do these studies that have these  
9 questionnaires, with a box saying "I don't  
10 understand, actually make people more honest,  
11 because if you don't have that option, and you have  
12 to say "yes" or "no," well, no one wants to look  
13 dumb, and they may say "no," but if they said  
14 "don't understand it," and it's a standard  
15 question, they feel comfortable saying "I don't  
16 understand."

17 DR. PAGE: I think the intent is to permit  
18 them to leave the question unanswered until they  
19 interact with a staff person, who can then handle  
20 it verbally with them.

21 DR. LEW: Most people would like to  
22 complete a test, that's my guess.

23 DR. NELSON: There are actually some data  
24 from the REDS study, which follows up donors who  
25 have markers, and how often has the issue been

1 comprehension as opposed to socially desirable  
2 responding.

3 DR. SIMON: I would just like to try to  
4 put in context, following on the last comments,  
5 actually, the interview given by an interviewer has  
6 not been validated or studied to any greater extent  
7 than the self-administered.

8 This has simply not been an area that has  
9 received attention or study until really the Task  
10 Force, as far as I know, well, there was some other  
11 work done by Donna Mayo, and there have been  
12 sputterings of efforts over the years, but I think  
13 a lot of the attention is being focused now is  
14 because this is the first time that we have really  
15 looked at it. Maybe Harvey has on that same point.

16 DR. KLEIN: It is a point that I think has  
17 been made, but perhaps this committee needs to have  
18 reemphasized, and that is to the best of my  
19 knowledge, none of the questions on any of the  
20 donor questionnaires ever used has ever been  
21 validated.

22 Yet, we collected 15.1 million units of  
23 whole blood and components last year, so we have  
24 what is clearly a non-validated system in place.

25 Many of the questions vary dramatically



1 from center to center. This is no standardization.  
2 To be brutally frank, some of the questions on risk  
3 behavior and geographical exclusion that have been  
4 accepted verbatim as given by the FDA are literally  
5 incomprehensible.

6 I have a high school degree and I was  
7 reasonably high up in my high school class, and  
8 when I donate blood, I have to read them several  
9 times. So, I think sort of like the HTLV-3 assay,  
10 that was anti-HTLV-3, that was licensed in 1985, it  
11 is not the same assay that we are using today.

12 I hope that we will clearly see this as a  
13 starting point and start to validate this kind of  
14 questionnaire, but looking at what we are currently  
15 using, I don't think we should be in any way  
16 satisfied that we are stepping off of a very  
17 comfortable and a very useful questionnaire into an  
18 abyss. We are not. This is clearly a step in the  
19 right direction whether it is applied as a  
20 self-administered or as one that is administered by  
21 a screening nurse.

22 DR. FITZPATRICK: I was just curious, in  
23 the light of you seeing very little significance  
24 and difference in serological testing between  
25 groups or PCR testing I am assuming since some of

1 this was done after NAT, but seeing an increase in  
2 42 to 56 percent of your deferrals, why would you  
3 choose to increase your deferrals over what you  
4 were seeing as benefits?

5 DR. PAGE: Those deferrals were the  
6 high-risk deferrals, and we don't have a sample on  
7 them to know what their viral positive marker rate  
8 is, but I would say that if there is any question  
9 about their suitability or answering "yes" to a  
10 question, it would have been best not to have  
11 collected, which is what happened when there was  
12 self-administered health history.

13 Am I understanding your question?

14 DR. FITZPATRICK: Well, a large number  
15 were repeat donors, though, that would have been  
16 self-deferring for the first time even though they  
17 had donated previously.

18 DR. PAGE: Presumably. I don't know the  
19 proportion that were first-time versus repeat in  
20 that group.

21 DR. FITZPATRICK: So, you would have  
22 available the data to look at to see if you were--

23 DR. NELSON: I doubt very much that the  
24 data would answer this question just because the  
25 proportion with markers is small enough, and the

1 denominator is so large, and the number of diffused  
2 is deferred. Additional deferrals is probably a  
3 fairly small number of the total.

4 DR. PAGE: The number deferred for those  
5 high-risk questions is a relatively small  
6 proportion of the overall deferrals. I don't have  
7 it at hand, but that's available.

8 DR. NELSON: I don't think the data are  
9 going to be adequate, but it would be interesting  
10 if you, in fact, could measure markers in that  
11 group without taking a unit. That is I think  
12 difficult for you to do.

13 DR. PAGE: A possibility is to the  
14 fingerstick and put a drop on the filter paper,  
15 which can then be analyzed for some of those  
16 markers. It has been considered, but I don't  
17 believe done.

18 DR. NELSON: Well, they separately do a  
19 hematocrit, so there is a fingerstick part of it,  
20 before the unit is taken.

21 DR. PAGE: It could be done, and ELISA  
22 testing can be done on such blood on filter paper.

23 DR. LEW: If I could just add a comment  
24 that I guess on the study that you showed, that was  
25 based on that study, that you could use that

1 questionnaire, I guess I have concerns are those  
2 populations truly comparable between the controls  
3 and the test group, because if you look at it, it  
4 looked to me that the controls only donated twice  
5 over that time period. There were I think 400,000  
6 and then 800,000 donations, and then the actual  
7 test group, there was only 500,000, but they  
8 donated two million times.

9           There were some differences in HTLV-3.  
10 Again, I just don't know the data, so I don't know  
11 if those are truly comparable in that study.

12           DR. PAGE: You are astute to notice that  
13 there is not the same ratio of sample sizes in the  
14 study and the control group, and that was related  
15 to not every study started on January 1st, and not  
16 every study stopped on June 1st, but they were all  
17 done during that period of time.

18           One might have done it for three months,  
19 another one might have done it for five months.

20           DR. LEW: And then the other last thing is  
21 that I agree that we don't have a validated system  
22 with the oral. It is just that we are calling this  
23 the standard because it has been used forever, and  
24 I think a good point is brought up. We need to  
25 start validating these tests.