

APPENDIX A
FEMALE RESPONSES

Interview Questions

Role Model Effects on Health Communication Practices

Demographic information

Age 38

Gender Female

1. In the past five years, how many regular check-ups have you received? 3 each year, dentist, annual physical and a mammogram
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Because it was time – part of my routine.
2. What are the benefits you perceive from seeking preventative medical care? To catch a problem before a problem happens – preventative maintenance health care.
3. What are the consequences you perceive from not seeking preventative medical care? Possibly becoming ill – having an issue you can't fix because it has taken place – and you get a lengthy illness.
4. How would you describe an unhealthy role model? Someone who doesn't go to the doctor, eats poorly, overweight, excessive drinking, smoking, lack of exercise.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? My mom.
 - b. What unhealthy behavior did they model for you? She didn't follow her diet the way they should.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Didn't have a bearing on me.
 - d. Why? I'm not usually influenced by others negative habits.
6. How would you describe a healthy role model? Someone who gets regular check ups, doesn't smoke, doesn't drink a lot. Also they do the best they can to educate themselves about their well being.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Aunts and uncles.
 - b. What healthy behavior did they model for you? They ate a healthy diet, took vitamins and exercised regularly.

- c. Did this role model make you more or less likely to adopt a healthy lifestyle? More so.
 - d. Why? I like their ways of thinking.
8. What do you think are the benefits of living a healthy lifestyle? You get to live a long healthy life – you could have all the money in the world and if you don't have your health you have nothing. It gives you peace of mind.
 9. What do you think are the consequences of living an unhealthy lifestyle? Illness. You have the inability to participate with your family and you live a shorter life.
 10. Is there someone in your life that urges you to seek regular health check-ups? No, it comes from myself
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up?
 12. Do media of health related stories interest you? Yes, very much. I get my info from the internet.
 13. How successfully do you carry out instructions from your doctor? As they are given, I very successful.
 14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 47

Gender Female

1. In the past five years, how many regular check-ups have you received? 5
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? They tell you you are supposed to get one.
2. What are the benefits you perceive from seeking preventative medical care? There is a theoretical benefit – it allows you to avoid serious long term health care problems.
3. What are the consequences you perceive from not seeking preventative medical care? You find a disease more advanced than it should have been.
4. How would you describe an unhealthy role model? Someone who smokes is overweight and doesn't watch the outcome of their diet.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Sure.
 - a. If so, whom? Sister
 - b. What unhealthy behavior did they model for you? Doesn't seek routine medical attention, poor diet little exercise, self diagnosis and self medication.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Not at all one way or the other.
 - d. Why?
6. How would you describe a healthy role model? One who exercise regularly, no smokers, eats well.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Friends and family.
 - b. What healthy behavior did they model for you? Ate well, got plenty of rest, didn't drink excessively, didn't smoke.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? Neither more or less likely.
 - d. Why?
8. What do you think are the benefits of living a healthy lifestyle? You live a longer life and have a better quality of life.

9. What do you think are the consequences of living an unhealthy lifestyle? Poor quality of life.
10. Is there someone in your life that urges you to seek regular health check-ups? Yes, spouse.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 5
12. Do media of health related stories interest you? Yes usually from the internet, newspapers and magazines.
13. How successfully do you carry out instructions from your doctor? Depends on what they are saying – moderately. For example, I don't floss my teeth but I don't have any cavities. My parents are extraordinarily research oriented. My mom will research a topic and then tell me how to respond.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 62

Gender Female

1. In the past five years, how many regular check-ups have you received? 15
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? I had a panic attack and there is a history of heart disease in my family.

2. What are the benefits you perceive from seeking preventative medical care? Early detection, being in tune with your body – especially women and heart disease and women and cancer – you need to catch these early

3. What are the consequences you perceive from not seeking preventative medical care? Cancers – breast, colon - allowing them to go undetected or treated is a serious consequence. You miss a golden window of opportunity that can lead to grave consequences.

4. How would you describe an unhealthy role model? One who doesn't take life in moderation – “this can't happen to me” attitude. Also people who live in denial and don't think they have to watch what they eat.

5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Sister and mother.
 - b. What unhealthy behavior did they model for you? Didn't take care of diabetes, didn't take cholesterol medication.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? More likely.
 - d. Why? It was then that I decided to live as healthy as I could, I did not want to be a ticking time bomb.

6. How would you describe a healthy role model? Someone who takes life in moderation. They don't eat excessively.

7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Husband, nephew.
 - b. What healthy behavior did they model for you? Running, regular physical activity and they do the best they can with their eating.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? Yes and no. I mix workouts with weights.

- d. Why? I'm inconsistent.
8. What do you think are the benefits of living a healthy lifestyle? Longevity, conscious of what you are doing to body and not taking risks.
 9. What do you think are the consequences of living an unhealthy lifestyle? It will catch up with you – reckless living – you will pay the consequence eventually.
 10. Is there someone in your life that urges you to seek regular health check-ups?
No, I do it on my own.
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up?
 12. Do media of health related stories interest you? Yes. TV, WebMD, heart specific magazines.
 13. How successfully do you carry out instructions from your doctor? Very compliant.
 14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Yes. (see below).

Thank you for your time and willingness to participate in this study.

You have to be vigilant. You have to know your body. You have to know when to step in to know when something is wrong. Keep pushing health care. Health care is competitive. Doctors should listen to patients more to provide continuity of care.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 69

Gender Female

1. In the past five years, how many regular check-ups have you received? 5 OB-GYN and 5 cancer check-ups
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Follow-up for breast cancer.
2. What are the benefits you perceive from seeking preventative medical care? To avoid life changing/threatening illnesses – to be certain I'm free of diseases.
3. What are the consequences you perceive from not seeking preventative medical care? Finding a disease too late to cure it.
4. How would you describe an unhealthy role model? Smokers. People who overeat, eat poorly, make poor choices of food, no exercise – those who don't have a regular physical exam are kidding themselves that they won't get something.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Sibling and a friend.
 - b. What unhealthy behavior did they model for you? Smoking, poor diet and no exercise.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely.
 - d. Why? I didn't want to be sickly like them.
6. How would you describe a healthy role model? One who is careful about her diet, physical body i.e. exercise, and regular check-ups
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Husband and a friend.
 - b. What healthy behavior did they model for you? Eating well, exercise regularly, overall good choices.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More.

- d. Why? I like how they look physically and the mental attitude they have toward their health.
8. What do you think are the benefits of living a healthy lifestyle? Less sickness; more positive view of one's body.
 9. What do you think are the consequences of living an unhealthy lifestyle? Sickness, inability to perform ordinary tasks; negative mental outlook.
 10. Is there someone in your life that urges you to seek regular health check-ups? Self.
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up?
 12. Do media of health related stories interest you? Yes. I read the Tufts Medical School Newsletter and the University of California – Berkeley Newsletter.
 13. How successfully do you carry out instructions from your doctor? I'm religious about it.
 14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Yes. (see below).

Thank you for your time and willingness to participate in this study.

I know that eating properly and maintaining exercise doesn't guarantee anything – but it gives me a leg up. The reverse is not true – those with poor diet/poor exercise are almost guaranteed to have health problems.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 37

Gender Female

1. In the past five years, how many regular check-ups have you received? 1
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Age told me it was time – time to get the blood levels checked, cholesterol checked etc.
2. What are the benefits you perceive from seeking preventative medical care? Establishes healthy lifestyle for future and gives me a baseline for cholesterol etc to monitor my health.
3. What are the consequences you perceive from not seeking preventative medical care? Missing a diagnosis, not intervening in a timely manner. Especially when one engages in behavior one knows to be bad.
4. How would you describe an unhealthy role model? Living an unhealthy lifestyle – disregarding obvious health risks, family history, excessive smoking and drinking.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Mother and Father.
 - b. What unhealthy behavior did they model for you? Smoking, had skin cancer and disregards doctor's advice.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely.
 - d. Why? Wouldn't want to repeat behaviors – I've learned from their bad choices.
6. How would you describe a healthy role model? Someone who takes their health in a serious manner – puts healthy food in their body, exercises regularly and goes to see a doctor regularly.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Father-in-law.
 - b. What healthy behavior did they model for you? Eats well and exercises all the time – is very active.

- c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.
 - d. Why? His good healthy lifestyle choices are prolonging his life.
8. What do you think are the benefits of living a healthy lifestyle? Better health, longer life, setting good example for children – preventing problems.
 9. What do you think are the consequences of living an unhealthy lifestyle? Potential for shortening one's life – setting a bad example for children and other family members.
 10. Is there someone in your life that urges you to seek regular health check-ups? Yes, spouse.
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 5
 12. Do media of health related stories interest you? Yes. I pay attention to the local paper, Time magazine, Self magazine, articles at the physician's office.
 13. How successfully do you carry out instructions from your doctor? Pretty successfully. I take them seriously. They are much more knowledgeable – if they give me a regimen I try to follow it.
 14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 21

Gender Female

1. In the past five years, how many regular check-ups have you received? 3
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Needed a prescription for a medication I take everyday.
2. What are the benefits you perceive from seeking preventative medical care? Less issues down the road – it is less expensive if you prevent it. I don't have insurance so it is expensive just to get a check-up.
3. What are the consequences you perceive from not seeking preventative medical care? Expense. Waiting too long to find something or finding it too late.
4. How would you describe an unhealthy role model? Someone who eats junk food, smokes and doesn't exercise.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Mom.
 - b. What unhealthy behavior did they model for you? Doesn't exercise has poor eating habits.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely – my mom had breast cancer and there was no history.
 - d. Why? Makes me want to exercise more because I don't want to take the chance of getting it too.
6. How would you describe a healthy role model? Someone who is conscientious of what they eat. They monitor themselves and make healthy decisions about not smoking or drinking or taking drugs. Make an attempt to exercise.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Boyfriend and neighbor
 - b. What healthy behavior did they model for you? Exercise everyday and they eat really well.

- c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.
 - d. Why? I wanted to look good and live that lifestyle too.
8. What do you think are the benefits of living a healthy lifestyle? You are happier and possibly live longer.
 9. What do you think are the consequences of living an unhealthy lifestyle? You are unhappy – or not as happy as you could be. You are putting yourself at risk for sickness and disease and other medical problems. You will have a shorter life.
 10. Is there someone in your life that urges you to seek regular health check-ups? If there is an issue – my boyfriend – but it is usually issue oriented.
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 4
 12. Do media of health related stories interest you? Only if they apply to me i.e. – what is going on on college campuses – not info for the elderly.
 13. How successfully do you carry out instructions from your doctor? If there is a reason, yes, I follow it well. On a scale from 1-10 – I would be a ten.
 14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Yes. (see below).

Thank you for your time and willingness to participate in this study.

Sometimes doctors take care of what the problem is – they don't address the whole person.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 45

Gender Female

1. In the past five years, how many regular check-ups have you received? 5
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Thyroid condition makes me get an annual physical
2. What are the benefits you perceive from seeking preventative medical care? My doctor always encourages me to lose weight.
3. What are the consequences you perceive from not seeking preventative medical care? Falling apart.
4. How would you describe an unhealthy role model? Obesity – and being cavalier about smoking.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Dad, coronary heart disease.
 - b. What unhealthy behavior did they model for you? Hiding disease, in denial about being overweight.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely/
 - d. Why? Denial wasn't helping him.
6. How would you describe a healthy role model? Someone who works into their weekly routine daily exercise, stress relief, good food choices.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Mom
 - b. What healthy behavior did they model for you? At 45 years old, she lost a lot of weight by swimming laps.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.
 - d. Why? It was affirming and encouraging to me.
8. What do you think are the benefits of living a healthy lifestyle? Longevity, enjoyment of life, doing things with me kids.

9. What do you think are the consequences of living an unhealthy lifestyle?
Not doing what you want to do – not keeping up with others.
10. Is there someone in your life that urges you to seek regular health check-ups? Sometimes my mom, but this is sporadically and not consistently.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 4
12. Do media of health related stories interest you? Yes, I consult the newspaper, consumer reports, and nutrition newsletters.
13. How successfully do you carry out instructions from your doctor? I'm really good at fixing critical problems – but as for maintaining overall health – not so much.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Yes. (see below)

Thank you for your time and willingness to participate in this study.

I think the role of prayer is critical in health care. We pray for recovery and this can be very motivating for any program.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 46

Gender Female

1. In the past five years, how many regular check-ups have you received? 5
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Maintaining health – I have young children.
2. What are the benefits you perceive from seeking preventative medical care? Catching a serious disease early – feeling as good as I can for as long as I can. Also, to set an example for my children.
3. What are the consequences you perceive from not seeking preventative medical care? Not catching a serious illness and dying from it.
4. How would you describe an unhealthy role model? Someone who doesn't inspire you to live up to the best you, you can be. Someone who doesn't believe in anything bigger than themselves. They are ideal based vs. material based people.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Uncle.
 - b. What unhealthy behavior did they model for you? He didn't take care of himself.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? More likely – it caught up with him and he died of a heart attack early.
 - d. Why? It made me scared to confront my mortality.
6. How would you describe a healthy role model? Someone who makes you want to be the best person you can be – inspires you to serve.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Friend and mother.
 - b. What healthy behavior did they model for you? They take care of themselves physically – she is very responsible.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.

- d. Why? I see how she has aged well- we have similar values – taking care of yourself and living responsibly are good values to have.
8. What do you think are the benefits of living a healthy lifestyle? You are doing the best with what you've been given. You will live better while you are alive – may not be longer but better.
 9. What do you think are the consequences of living an unhealthy lifestyle? Not being all you can be – fatigue – having health problems, could affect mental health too.
 10. Is there someone in your life that urges you to seek regular health check-ups? Yes. Spouse.
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 5 (sometimes) Also self influenced (3-4). He is not the only influence.
 12. Do media of health related stories interest you? Yes, I look at magazines, TV, radios newspapers, internet, NPR.
 13. How successfully do you carry out instructions from your doctor? Not extremely compliant. Why? I am very affected by medication – my doctor now understands that and I don't like overmedicating.
 14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 44

Gender Female

1. In the past five years, how many regular check-ups have you received? 5
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Annual wellness checkup.
2. What are the benefits you perceive from seeking preventative medical care? To catch anything at early stages i.e. pap smear and mammograms
3. What are the consequences you perceive from not seeking preventative medical care? You wouldn't catch something – it would grow into something if you didn't.
4. How would you describe an unhealthy role model? No regard for health – someone who smokes, drinks to excess, eats fatty foods.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? No, not too much.
 - a. If so, whom?
 - b. What unhealthy behavior did they model for you?
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle?
 - d. Why?
6. How would you describe a healthy role model? Someone who exercises everyday. No smoking, watch diet and see a doctor yearly.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Parents.
 - b. What healthy behavior did they model for you? They exercise regularly, they don't smoke and they are careful about what they eat.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? Much more.
 - d. Why? I see the benefits – I hope to be like them at 70, knock on wood.
8. What do you think are the benefits of living a healthy lifestyle? Live longer and healthier.

9. What do you think are the consequences of living an unhealthy lifestyle?
Letting something go undetected until it is too late.
10. Is there someone in your life that urges you to seek regular health check-ups? Yes, spouse.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 5
12. Do media of health related stories interest you? Yes.
13. How successfully do you carry out instructions from your doctor? Mostly, pretty much. I don't take my calcium routinely, though.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 40

Gender Female

1. In the past five years, how many regular check-ups have you received? 7
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Birth control, death in the family prompted me to get one – also I was turning 40.
2. What are the benefits you perceive from seeking preventative medical care? Eliminates surprises – I don't like them.
3. What are the consequences you perceive from not seeking preventative medical care? Surprises. I'm fearful if I'm not on top of things I'll be surprised. It is the difference between being proactive vs. reactive.
4. How would you describe an unhealthy role model? Someone who is weak, insecure, has no self respect – generally doesn't respect themselves.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? Father, mother, sibling, sister.
 - b. What unhealthy behavior did they model for you? Smoker, alcoholic, enabler, food addict, conflict avoidance.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely, SO unlikely.
 - d. Why? Because I'm sad at what it does to them. I remember begin trapped with smoke in a car. It was very divisive and didn't build a healthy relationship with my father. To be dependent and enslaved to my father was horrible – it exhausted me – it still hurts me.
6. How would you describe a healthy role model? Someone who works hard to maintain self respect; talk about their feelings – being constructive and direct with those they love.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Friend and spouse.
 - b. What healthy behavior did they model for you? They are even keeled and eat well.

- c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.
 - d. Why? Want to be like them – create balance for family
8. What do you think are the benefits of living a healthy lifestyle? You sleep better, feel better – feel like you want to be social – exercise - you enjoy taking care of those you love – you are more alive and do everything more freely.
 9. What do you think are the consequences of living an unhealthy lifestyle? Exhaustion, depression, conflicted relationships and even rage.
 10. Is there someone in your life that urges you to seek regular health check-ups? Yes, Mother.
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 3 – she is always “on it” – she doesn’t harp on it because she is conservative about medicine.
 12. Do media of health related stories interest you? No, not really.
 13. How successfully do you carry out instructions from your doctor? I am very successful – about 4 out of 5.
 14. Is there anything else you’d like me to know about your practice of health care or any of the topics we have covered? Yes. I listen to media – it is interesting on the surface – but my mother as a nurse has brainwashed me that I’ll never have any of those problems – she gave me the confidence not to worry because there is no history of cancer or heart disease.

Thank you for your time and willingness to participate in this study.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 38

Gender Female

1. In the past five years, how many regular check-ups have you received? 10 time plus!
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? I see my OB, a dermatologist, dentist etc. Most recently I got a mole checked out – I go because you are supposed to go.
2. What are the benefits you perceive from seeking preventative medical care? I go for prevention of things – especially melanoma, cervical cancer, breast cancer.
3. What are the consequences you perceive from not seeking preventative medical care? You get something that has already spread like cancer.
4. How would you describe an unhealthy role model? Smoking, excessive drinking and inactivity are major indicators.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? My brother won't touch a veggie.
 - b. What unhealthy behavior did they model for you? My aunt is a chain smoker.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely.
 - d. Why? I've seen health problems – and as a result it makes them more lethargic.
6. How would you describe a healthy role model? Someone who eats well, has check-ups and doesn't smoke. They are active and get good sleep.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Neighbors, friends, family
 - b. What healthy behavior did they model for you? Active – they exercise a lot, they sleep well, go to bed early, eat well.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.
 - d. Why? She seems to have a lot more energy, looks great.

8. What do you think are the benefits of living a healthy lifestyle? You avoid heart disease – you don't have high cholesterol – in general you avoid health problems. You are more energetic and help people around you be a role model for them to live longer.
9. What do you think are the consequences of living an unhealthy lifestyle? You set a bad example for the family – you are lethargic, tired, have a lack of energy, you die sooner and get more diseases.
10. Is there someone in your life that urges you to seek regular health check-ups? No.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up?
12. Do media of health related stories interest you? Yes, I get my information from newspapers, TV news and the internet.
13. How successfully do you carry out instructions from your doctor?
Successfully.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 27

Gender Female

1. In the past five years, how many regular check-ups have you received? 5
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Make sure I'm healthy and that nothing major is wrong.
2. What are the benefits you perceive from seeking preventative medical care? Catching problems early, preventing problems from happening by monitoring cholesterol, blood pressure, sugar levels.
3. What are the consequences you perceive from not seeking preventative medical care? Delaying the diagnosis/onset of chronic disease.
4. How would you describe an unhealthy role model? Average American – eats fried food all the time, lack of exercise – overweight, obese or grossly underweight.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles?
Yes,
 - a. If so, whom? Mom, myself, Grandmother, Uncle
 - b. What unhealthy behavior did they model for you? Lack of exercise, consumption of non-nutritious or harmful food
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Less likely to adopt unhealthy lifestyle
 - d. Why? So I don't end up like them.
6. How would you describe a healthy role model? Someone who eats nutritious foods – rich in vitamins, minerals and proteins and processed carbs. They exercise regularly, are trim and have an athletic build.
7. Are there people in your life, role models who exhibit healthy lifestyles?
Yes.
 - a. If so, whom? Friend.
 - b. What healthy behavior did they model for you? Runs the mini-marathon (Indianapolis)
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely
 - d. Why? Because you see other people doing it – they feel good/ look good and happy. I think if they can do it – surely I can do it.

8. What do you think are the benefits of living a healthy lifestyle? You feel good, look good, have more energy, less risk for chronic disease and you live a longer life.
9. What do you think are the consequences of living an unhealthy lifestyle? Early death, lethargy, feel like crap.
10. Is there someone in your life that urges you to seek regular health check-ups? Yes, fiancé.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up? 5
12. Do media of health related stories interest you? Yes. I get my info from TV, magazines, internet, news, CDC website.
13. How successfully do you carry out instructions from your doctor? Depends on the instruction and its followability. If I was asked to change diet – not so much – but if I was asked to take an antibiotic I could do that. It is the difference between being prescription related vs. lifestyle related.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Yes. (see below).

Thank you for your time and willingness to participate in this study.

Lack of insurance influences the decision to seek continuous care. Moving also influences the relationships and the personal info you divulge. I hate going to the doctor – I feel like they are going to tell me I'm doing something wrong. It is problem focused. Regular check-ups are not instituted early enough. There is a gap between childhood check-ups and when you are an adult and start taking care of your own self. If you are reasonably thin and youthful you generally have good health. Health is not consistently implemented over the life span. In middle school and high school you do have the need to see a doctor unless you need birth control.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 42

Gender Female

1. In the past five years, how many regular check-ups have you received? 3-4
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Thought it was time – wanted to ensure long term health
2. What are the benefits you perceive from seeking preventative medical care?
Early detection of serious diseases, staying healthy
3. What are the consequences you perceive from not seeking preventative medical care? You live with potentially fatal conditions that you are not aware of.
4. How would you describe an unhealthy role model? One who abuses themselves – doesn't eat right, smokes, drinks heavily
5. Are there people in your life, role models, who exhibit unhealthy lifestyles?
Yes.
 - a. If so, whom? neighbors
 - b. What unhealthy behavior did they model for you? Excessive partying
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? Sometimes more – adopt their behavior occasionally
 - d. Why? Bad company corrupts good character
6. How would you describe a healthy role model? Someone who eats right, exercises regularly, supplements with vitamins and minerals
7. Are there people in your life, role models who exhibit healthy lifestyles?
Yes.
 - a. If so, whom? Spouse and friends
 - b. What healthy behavior did they model for you? Good nutrition, taking vitamins and calcium
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely – they encourage me – give me ideas
 - d. Why?

8. What do you think are the benefits of living a healthy lifestyle? You get to live a long, healthy life – allows you to be active later in life
9. What do you think are the consequences of living an unhealthy lifestyle? Your life can be cut short, you could have added health problems, diminished quality of life.
10. Is there someone in your life that urges you to seek regular health check-ups? No.
11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up?
12. Do media of health related stories interest you? Yes, I watch TV and check the internet.
13. How successfully do you carry out instructions from your doctor? Very successfully.
14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 70

Gender Female

1. In the past five years, how many regular check-ups have you received? 3
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? I was very tired, I was worried about family diseases and I was changing doctors.
2. What are the benefits you perceive from seeking preventative medical care? "It's the only way to go" – preventive care is much more important in your overall general health. You learn things you can do to keep yourself from getting sick.
3. What are the consequences you perceive from not seeking preventative medical care? Serious illness – heart disease if you don't pay attention to healthy eating. You should start early.
4. How would you describe an unhealthy role model? Somebody that sits around and doesn't exercise, eats junk food, drinks pop and smokes.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Not really.
 - a. If so, whom? Sometimes spouse.
 - b. What unhealthy behavior did they model for you? Eating too much beef.
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? I guess I'm more likely
 - d. Why? I eat what he eats so I guess it gives me bad habits, too.
6. How would you describe a healthy role model? One who eats a balanced diet, exercises on a regular basis, pays attention to their health.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.
 - a. If so, whom? Daughter, son-in-law
 - b. What healthy behavior did they model for you? Good diet, exercise, paying attention to diet, taking vitamins, keeping abreast of how to stay healthy by reading a lot.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.

- d. Why? I see that they are healthy and it makes me want to be like them.
8. What do you think are the benefits of living a healthy lifestyle? Your quality of life is higher, you can get out, be active, see friends, do things you wouldn't be able to do without health.
 9. What do you think are the consequences of living an unhealthy lifestyle? Not being able to go out and do the things you want to do, early death.
 10. Is there someone in your life that urges you to seek regular health check-ups? No.
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up?
 12. Do media of health related stories interest you? No. I have an excellent group of doctors. I follow their advice. I ignore all the rest.
 13. How successfully do you carry out instructions from your doctor? Very well. I am very faithful.
 14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? No.

Thank you for your time and willingness to participate in this study.

Interview Questions
Role Model Effects on Health Communication Practices

Demographic information

Age 36

Gender Female

1. In the past five years, how many regular check-ups have you received? 5, I've also had 5 pap smears and 9 dental visits.
 - a. If you haven't received a check-up what were your reasons for not getting one?
 - b. If you have received a check-up what were your reasons for getting one? Because I should – I am trying to stay proactive in my health. I also wanted to get a baseline for cholesterol etc.
2. What are the benefits you perceive from seeking preventative medical care? Less issues later, peace of mind. It is a tradition – it is what the rest of my family does. My mom took me and I continue on.
3. What are the consequences you perceive from not seeking preventative medical care? An issue could come up that I'm unaware of that could be detrimental. When issues come up later they usually come with a greater expense.
4. How would you describe an unhealthy role model? Someone who enjoys eating junk food, smoking, not exercising lazy in lifestyle, poor hygiene. Their attitude towards others are unhealthy – like dissing people in good health and always commenting negatively about healthy people.
5. Are there people in your life, role models, who exhibit unhealthy lifestyles? Yes.
 - a. If so, whom? My mom, aunt, grandfather.
 - b. What unhealthy behavior did they model for you? Addictive eating
 - c. Did this role model make you more or less likely to adopt an unhealthy lifestyle? More and less
 - d. Why? It made me healthier because I didn't want to be like them – but I also learned bad habits that I didn't know were bad – like getting up in the middle of the night to eat.
6. How would you describe a healthy role model? Someone who never diets, it is part of their life – they can drink, eat bad things in moderation. Exercise is a part of their life. They do it to feel strong, good and fit. They are mentally fit as well.
7. Are there people in your life, role models who exhibit healthy lifestyles? Yes.

- a. If so, whom? Spouse, aunt, uncle and friends.
 - b. What healthy behavior did they model for you? Exercise is a part of their life. Healthy eating is a part of who they are. Diet is not a part of their vocabulary. If they are ill they go to the doctor.
 - c. Did this role model make you more or less likely to adopt a healthy lifestyle? More likely.
 - d. Why? I want to live like they do.
8. What do you think are the benefits of living a healthy lifestyle? You are happier. The length of time you live will be better quality. If you are careful to be preventative, hopefully you will not have a heart attack, if you aren't overweight your joints won't ache as bad.
 9. What do you think are the consequences of living an unhealthy lifestyle? Possibility of not living your life with a high quality.
 10. Is there someone in your life that urges you to seek regular health check-ups? No. My doctor reminds me.
 11. On a scale from 1-5, 5 being very influential and 1 being not influential at all, how influential is this person in determining whether you receive a regular check-up?
 12. Do media of health related stories interest you? No. Occasionally I'll read a medical news article, see my doctor or catch something on the internet. I have friends who are drug reps – so they keep me informed.
 13. How successfully do you carry out instructions from your doctor? On a scale of 1-10 I am about a 2 or 3. If it involves pain I am much better about following their advice.
 14. Is there anything else you'd like me to know about your practice of health care or any of the topics we have covered? Yes. (see below).

Thank you for your time and willingness to participate in this study.

I wish Western medicine would regulate herbs and homeopathic medicine and I wish they'd promote yoga and alternative treatments.