

Attachment C

Focus Groups for Revised Contact Materials – Focus Group Moderator’s Guide

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MODERATOR: THIS IS A GUIDE TO HELP YOU LEAD THE DISCUSSION. YOU CAN MODIFY AND ADAPT THESE QUESTIONS TO MEET SITUATIONAL NEEDS DURING EACH SESSION.

SECTION I: INFORMED CONSENT (5 minutes)

MODERATOR: PARTICIPANTS SHOULD BE SITTING AROUND THE TABLE WITH THE SEAT AT THE HEAD OF THE TABLE RESERVED FOR THE MODERATOR. THE FIRST TASK WILL BE TO REVIEW THE INFORMED CONSENT FORM AND HAVE PARTICIPANTS SIGN THEM.

INTRODUCTION OF SELF: Hello, and thank you for attending this group discussion. My name is [Jim Leiman OR Arturo Obscura] with Morpace, a research company. We are working with RTI International, a not-for-profit research company, to improve the materials used for a large national survey.

Before we start, I would like you to read over the consent form in front of you. There are two copies. This consent form provides an overview of this research study and information about your rights as a study volunteer. Once you are done reading the form, please sign both copies. RTI will keep one and you will keep one. If you have any questions about the consent form, please do not hesitate to ask me.

ALLOW PARTICIPANTS TIME TO REVIEW THE INFORMED CONSENT AND ANSWER ANY QUESTIONS THEY HAVE. THE RTI NOTETAKER WILL CHECK THE SIGNATURE AND DATE ON THE COPIES THAT RTI WILL RETAIN.

AFTER COLLECTING THE SIGNED CONSENT FORMS, ASK PARTICIPANTS TO WRITE THEIR FIRST NAMES (OR THE NAME THEY PREFER TO BE CALLED) ON BOTH SIDES OF A "NAME TENT" AND PLACE IT SO IT CAN BE SEEN FROM THE FRONT OF THE ROOM.

SECTION II: INTRODUCTION (5 minutes)

This group discussion is in support of an ongoing national survey that examines health and health related behaviors. We want to improve the materials that we provide to people such as yourself to inform them about the survey. I will be leading today's discussion ,sharing some materials with you, and asking you some questions to guide the discussion.

We just have a few ground rules for our discussion:

- Most importantly, there are no right or wrong answers to the questions I will be asking. Everyone's input is equally important and helpful. We are interested in all your ideas, comments, and suggestions. It is OK to disagree with what someone says, but we ask that you do so respectfully.
- We are video recording the session and also have a note taker so we don't miss anything that is said, but we will not link comments with anyone personally. We will only use first names during this discussion, and we won't ask questions that would identify where you live or other personal information. The video recording will be destroyed when we have completed the study.
- Please avoid side conversations among yourselves. Only one person should speak at a time. This serves two purposes. First, it lets the whole group hear the remarks someone makes. Second, it ensures that the recording will be clear.
- To get the best benefit from this group, we want to hear from everyone in the room. Like any group, I imagine some of you like to talk while others may be quieter. So if I haven't heard from you, I may call on you. This allows us to hear from everyone a few times by the end of the session. If you'd rather not answer a particular question, you can just tell me that you would like to "pass."
- Please take a minute now to turn off your cell phones or pagers so we aren't interrupted.
- If you need to take a break or use the restroom, please leave the room quietly.
- At the end of the session, we will give you each \$75 cash as a token of our appreciation. We will also ask you to sign a receipt to document that you have received this incentive.

Are there any questions or comments? [ANSWER ANY QUESTIONS AT THIS POINT]

Before we begin, let's introduce ourselves. How about if we go in the order of the month you were born in? Let's start with January. Whose birthday is in January? When I call on you, please just give us your first name.

PARTICIPANTS RAISE THEIR HANDS AND INTRODUCE THEMSELVES, GIVING THEIR FIRST NAME ONLY. THE MODERATOR GOES THROUGH EACH MONTH UNTIL EVERYONE IN THE ROOM (INCLUDING MODERATOR AND NOTETAKER) HAS INTRODUCED THEMSELVES.

SECTION III: LEAD LETTER ENVELOPE (15 minutes)

Great. As I mentioned, we are discussing the materials that are used on a national survey, in order to improve them. Households that are selected for this national survey usually learn about the study by receiving a letter describing the survey. The letter also indicates that an interviewer will visit the household to ask a few questions about the members of the household and then may ask one or two members of the household to complete an interview.

I'd first like to ask you about the envelopes that would be used to send these letters to households selected for the survey. Think about the mail you receive each day.

1. What kinds of things do you consider in deciding whether to open a piece of mail?
2. What kinds of things do you look for on an envelope to determine whether you will open it?
3. What kinds of envelopes do you tend to throw out or recycle without opening?

Here are two different examples of envelopes that could be used for the letters sent to households selected for this survey. Please take one of each type of envelope.

[DISTRIBUTE STARTING AT BOTH ENDS OF THE TABLE AND GIVE PARTICIPANTS A MOMENT TO LOOK AT THE ENVELOPES. THE STANDARD SIZE ENVELOPE ADDRESSED TO "RESIDENT" WILL BE REFERRED TO AS VERSION 1 AND THE 9x12 ENVELOPE ADDRESSED TO "RESIDENT" WILL BE REFERRED TO AS VERSION 2.]

Imagine that you received either one of these envelopes in your mail, addressed to "Resident" at your home address, just like the example provided on these envelopes.

1. What are some of the first things you noticed about these envelopes? Are there any similarities or differences between the two versions that you noticed? [PROBE RESPONDENTS TO ELABORATE ON ANY DIFFERENCES THEY IDENTIFY BETWEEN THE ENVELOPES]
2. Which of these envelopes would you be most likely to open? Why do you think so?
3. What do you think could be changed to make it less likely that you would throw them out?

ASK THE FOLLOWING QUESTIONS ONLY IF THESE POINTS WERE NOT ALREADY MENTIONED IN THE DISCUSSION:

4. Notice there are two different envelope sizes. Would the size of the envelope have any impact on how likely you would be to open it?
5. The envelopes have the statement "Official Business, Penalty For Private Use \$300" printed on them. Does making a mailing look more official in this way make you more likely to open it? What impression does this statement give you about the purpose of the mailing and the contents of the envelope?

6. Does it make any difference to you if the envelope was addressed to “COUNTY/DISTRICT NAME Resident” instead of just “Resident?” How would this make a difference to you?
7. What do you think about the United States Department of Health and Human Services (DHHS) logo, which is on both versions of the envelope? Do you think this logo would make you more or less likely to open the envelope?
8. What do you think about the return address, which indicates the RTI project number and provides a Rockville, Maryland address? Does this look like the kind of address you would expect to see on a letter regarding a Federal government project?]

IF TIME PERMITS, PLEASE USE THE FOLLOWING SCRIPT TO ASK PARTICIPANTS TO INDICATE THEIR PREFERENCE BETWEEN THE TWO ENVELOPES AND PASS THEM TO YOU: Before we move on, could you indicate which envelope you prefer by writing the number one (1) in the upper right corner of the envelope that you like better and passing it to me? Also, if you would prefer to have the name of the county in which the resident lives included on the envelope, please write the word “county” by the address on your preferred envelope. Thank you.]

SECTION IV: LEAD LETTER (45 minutes)

Here are three different versions of the letter that households selected for the survey might receive, usually before an interviewer visits the homes. Please take a set of three and pass them along.

[DISTRIBUTE THE TEXT-ONLY VERSIONS OF THE LETTERS IN ORDER STARTING AT BOTH ENDS OF THE TABLE AND GIVE PARTICIPANTS A MOMENT TO READ THEM. THE UPDATED CURRENT LETTER WILL BE REFERRED TO AS VERSION 1a, THE DILLMAN/CIALDINI-INFLUENCED LETTER WILL BE REFERRED TO AS VERSION 2a, AND THE NSFG-INFLUENCED LETTER WILL BE REFERRED TO AS VERSION 3a.]

We are interested first in your initial reactions to the content of these letters, so these versions only have the text of each letter, without any graphics.

[ASK BEFORE PARTICIPANTS READ THE LETTERS] Just looking at the letters, do you think you would be more likely to read one more than the other two, if you received it in the mail? Why or why not?

Please take a few minutes to read the three letters all the way through. I will ask you some questions about the letters shortly. [GIVE PARTICIPANTS TIME TO READ THE LETTERS]

A. First, I have some questions about the content of these letters:

1. What are some of the first things you noticed about the content of these three letters? Are there any similarities or differences between the three versions that you noticed? [PROBE RESPONDENTS TO ELABORATE ON ANY DIFFERENCES THEY IDENTIFY AMONG THE CONTENT OF THE LETTERS]

2. Which letter would seem most likely to make you feel comfortable participating in this study? Why do you think so?
3. Is there information that you would like to know about the survey, but is not included in any of these letters?
4. Thinking about any of the three letters, do you think you would share the letter you received or information in the letter with anyone in your household? What would make you more likely to share the letter you received?
5. Thinking again about any of the three letters, do you think you would call the toll-free number or visit the web site provided in the letter for more information about the study?

ASK THE FOLLOWING QUESTIONS ONLY IF THESE POINTS WERE NOT ALREADY MENTIONED IN THE DISCUSSION:

6. Which letter seems to have the most professional approach? Why?
7. Which letter seems to have the most personal touch? Why?
8. Do you think any one of these letters is more informative to you than the other two? Please explain.
9. Do any of the letters make it seem particularly important that you should participate in the survey and make you willing to talk to an interviewer who visited your home?
10. Each of these letters describes RTI's role in conducting this study for SAMHSA using somewhat different language. For example:
 - The first letter states that "Research Triangle Institute (RTI) is the nonprofit organization assigned to carry out this important study."
 - The second letter states that "RTI International is the nonprofit organization that is conducting interviews for this important study."
 - The third letter states that "We (MEANING SAMHSA) have asked Research Triangle Institute to do these interviews for us."

Did you notice these differences? Which of these descriptions of RTI's role seems most clear to you? Are any of the words/phrases used to describe RTI's role unclear to you?

11. The first two versions of these letters are signed by two people, one from the sponsoring federal agency (SAMHSA) and one from the survey organization (RTI). The third version is only signed by the person representing the sponsoring federal agency. What impression do the signatures give you about the survey?
12. In addition to the two signatures, the letter also has a space for the survey interviewer assigned to the household to hand-print her or his name. How do you think having the interviewer's name hand-printed on the letter would make you feel about the letter?

[REFER PARTICIPANTS TO THE VERSION OF THE LETTER WITH THE FI NAME PRINTED BELOW THE ID BADGE]

13. The second version of the letter (in the second paragraph) mentions that the survey is “required by Congress.” Does this statement make you feel that you would be required to do the survey if selected? Would the fact that the survey is required by Congress influence your decision to participate in the survey? Why?
14. The second version of the letter also indicates that different organizations may endorse this survey. What association or organization would make you more likely to participate? [IF NONE ARE OFFERED, OR TO REDIRECT THE DISCUSSION, SPECIFICALLY MENTION: (1) The American Medical Association (AMA) and (2) AARP.] How would you feel about endorsement by the AMA or the AARP? Would anyone have concerns about either of these organizations sponsoring this survey that might make you less likely to participate? [IF YES] Can you tell me what your concerns would be?
15. Letter 3 includes the name of the survey, the National Survey on Drug Use and Health. Do you think knowing the name of the survey would make you more or less likely to participate in the survey?

[DISTRIBUTE THE THREE VERSIONS OF THE LETTERS GRAPHICS ON TRANSPARENCIES IN ORDER, STARTING AT BOTH ENDS OF THE TABLE. GIVE PARTICIPANTS A MOMENT TO REVIEW THEM AND ENCOURAGE THEM TO PLACE THE TRANSPARENCIES OVER EACH VERSION OF THE LETTER TEXT TO SEE HOW THEY LOOK. THE UPDATED CURRENT LETTER WILL BE REFERRED TO AS VERSION 1b, THE DILLMAN/CIALDINI-INFLUENCED LETTER WILL BE REFERRED TO AS VERSION 2b, AND THE NSFG-INFLUENCED LETTER WILL BE REFERRED TO AS VERSION 3b.]

B. Now I have a few questions about the graphics that are included on these versions of the three letters:

1. What are some of the first things you noticed about the graphics on these three letters? Are there any similarities or differences between the three versions that you noticed? [PROBE RESPONDENTS TO ELABORATE ON ANY DIFFERENCES THEY IDENTIFY AMONG THE GRAPHICS]

ASK THE FOLLOWING QUESTIONS ONLY IF THESE POINTS WERE NOT ALREADY MENTIONED IN THE DISCUSSION:

2. All versions of the letter include the DHHS logo. Do you think this logo would make you more or less likely to read the letter?
3. The first letter indicates at the top that this is “an important request” from DHHS. Did you notice that? How do you think that feature might influence whether or not you would read the letter?
4. What do you think about the silhouette of the interviewer in letters 1 and 3? What do you think about the picture of the interviewer in letter 2? Which do you prefer?

IF TIME PERMITS, PLEASE USE THE FOLLOWING SCRIPT TO ASK PARTICIPANTS TO INDICATE THEIR PREFERENCES FOR TEXT AND GRAPHICS AMONG THE THREE LETTERS AND PASS THEM TO YOU:

Before we move on, could you indicate the version of the letter with *text only* (that is, without the graphics) you prefer? Please write the number one (1) in the upper right corner of the text-only letter that you like best and pass it to me.

Next, please indicate which version of the letter *graphics* (that is, the logos, pictures, and letterhead features) you prefer by writing the number one (1) in the upper right corner of the letter with the graphics that you like best and pass it to me.

SECTION V: Q&A BROCHURE (30 minutes)

Here are two versions of a brochure describing the study that will not be mailed with the letter, but will only be provided to individuals at households when they are contacted in person by the interviewer. Please take one of each version and pass them along.

[DISTRIBUTE THE TWO BROCHURES STARTING AT BOTH ENDS OF THE TABLE AND GIVE PARTICIPANTS A BRIEF MOMENT TO LOOK OVER THEM. THE UPDATED CURRENT BROCHURE WILL BE REFERRED TO AS VERSION 1 AND THE REDESIGNED BROCHURE WILL BE REFERRED TO AS VERSION 2.]

We are interested in your initial reactions as well as the content of each version of the brochure. Please take a moment to look at both brochures.

1. What are some of the first things you noticed about these brochures? Are there any similarities or differences between the two versions that you noticed? [PROBE RESPONDENTS TO ELABORATE ON ANY DIFFERENCES THEY IDENTIFY BETWEEN THE TWO BROCHURES]
2. In your own words, what are the main points that these brochures are telling you about the survey? Do the main points seem to be about the same, or somehow different, across the two brochures?
3. For both versions of the brochure, do you think too much, enough, or not enough information is provided about the survey?
4. Would you like to see more information added to either brochure? What kind of information would you add that might help people in deciding whether to participate in the survey?
5. Do you think any information should be removed from either of the brochures? If so, which information do you think should be removed?
6. Does any of the information on either version of the brochure seem confusing to you? Please explain.
7. In addition to the information provided in the letter, do you think seeing either version of the brochure would make you more or less likely to participate in the survey?

ASK THE FOLLOWING QUESTIONS ONLY IF THESE POINTS WERE NOT ALREADY MENTIONED IN THE DISCUSSION:

8. The brochures use a few different terms to describe the survey process used in this study. In your own words, what do each of the following terms mean to you? Also, please let me know if you're really not sure what any of these terms means. (The first one is ...)
- (1) randomly selected
 - (2) chosen at random through scientific methods
 - (3) accurately represent the many different types of people in the United States
9. How do you feel about the colors used in each brochure? Are there other color(s) that you think would make the brochures more appealing to you?
10. Which pictures or graphics do you like best in each brochure? Are there any pictures or graphics you do or do not like in either brochure?
11. Does the mention of using a computer to complete the interview or the picture of a laptop computer on either version of the brochure worry you at all? (If so, why are you concerned about the use of a computer?)
12. Do you think it's important to include the DHHS logo, which is on both versions? Why or why not?
13. The second version also includes the SAMHSA and RTI logos. Do you think it's important to include these logos on the brochure? Do you think these logos should be on the front or on the back of the brochure, or both the front and back?
14. In the section "What Is the National Survey On Drug Use and Health?," the second version indicates that "SAMHSA is working with Research Triangle Institute (RTI), a nonprofit research organization, to complete the interviews." Also, in the section "How is the Study Conducted," the brochure indicates that "SAMHSA has selected Research Triangle Institute (RTI), a nonprofit research organization, to complete the interviews."

You may recall the three letters we looked at earlier all described RTI's role somewhat differently – "RTI is assigned to carry out this important study," "RTI is conducting interviews for this important study," and "We (SAMHSA) have asked Research Triangle Institute to do these interviews for us."

Do you think the language used in this brochure to describe RTI's role is clearer, about as clear, or less clear than the language you preferred from the three letters? Why?

IF TIME PERMITS, PLEASE USE THE FOLLOWING SCRIPT TO ASK PARTICIPANTS TO INDICATE THEIR PREFERENCE BETWEEN THE TWO BROCHURES AND PASS THEM TO YOU:

Before we move on, could you indicate which brochure you prefer by writing the number one (1) in the upper right corner of the brochure that you like better and passing it to me?

SECTION VI: CONCLUSION (5 minutes)

Are there any final comments or any questions?

I want to thank you all for your participation. We will now distribute the \$75 incentive we promised you and ask you to sign a receipt form verifying that you received it.

THE RTI NOTETAKER WILL NOW TURN OFF THE VIDEO CAMERA.

THE RTI NOTETAKER WILL THEN DISTRIBUTE THE CASH GIFTS IN ENVELOPES TO EACH PARTICIPANT AND COLLECT EACH PARTICIPANT'S SIGNATURE ON THE INCENTIVE RECEIPT FORM.