

**ADHD Teachers**  
**Last updated 10/22/10**

***DRAFT***  
**Moderator's Guide**

**I. Introduction of Moderator**

- A. Independent consultant hired to moderate these discussions
- B. No vested interest in receiving any particular point of view

**II. Ground Rules**

- A. You have been asked here to offer your views and opinions; everyone's participation is important
- B. Audio/observers
- C. Speak one at a time
- D. No side conversations
- E. No right or wrong answers
- F. It's OK to be critical. If you dislike something or disagree with something that's said, I want to hear about it.
- G. All answers will be kept private to the extent provided by law, so feel free to speak your mind.

**III. Brief Explanation of the Focus Group Purpose/Introduction of Topic**

We have brought you here today because you all share the experience of having had a student or students who have been diagnosed with Attention Deficit Disorder or Attention Deficit Hyperactivity Disorder, ADD or ADHD. We are interested in your unique experiences on this journey, as it relates to your classroom management, your experiences with parents, doctors, nurses, and other healthcare providers, and your experiences regarding treatment options. We are also interested in finding out about any interactions you have had on this journey. There are no right or wrong answers so please feel free to speak your mind. It is okay if there is disagreement—that will provide us with important information too.

**IV. Participant Introductions**

To begin, I'd like to have you go around the table and introduce yourselves. Please give me:

- a. your first name only
- b. what grade level and subject (if appropriate) you teach
- c. hobbies

**V. Preliminary Questions**

1. How did you first become aware of Attention Deficit Hyperactivity Disorder?
  - a. Who (or what) suggested it might be a disorder?
    - a. Please describe who was involved in this discussion (e.g., parents, doctor, colleagues)
    - b. Where did you go for additional information?
  - b. How did you react and what did you do when you first discovered you had a student with ADHD?
2. What have you learned in your time dealing with students who have this disease?
  - a. What do you wish you had known in the beginning?
  - b. What would you tell another teacher who is newly dealing with this disease?

## **VI. Treatment**

1. Have you been involved in consultations or conferences with parents or administrators about a student with ADHD?
  - a. Please describe.
  - b. What was your role in this experience?
  - c. How do you feel the consultation went? Was it successful or not?
  - d. What resources or information have you brought with you to make these interactions better?
2. How much interaction do you have with healthcare providers who are caring for your student or students with ADHD?
  - a. School nurses
  - b. Doctors
  - c. Are you ever called upon to provide information/feedback about your student(s) to healthcare providers? What resources or information have you brought with you to make these discussions better?
  - d. How well do you think treatment plans usually work?
3. How much influence do you feel you have in the treatment of your students with ADHD?
4. What is your experience with prescription drug treatments for ADHD?
  - a. General

- Have you noticed differences after students start treatment?
- What do you wish you could tell the parents of your ADHD students?
- What do you wish you could tell the child's doctor?

b. Drug Promotion

- Have you ever seen advertising for prescription drugs for ADHD?
  - For what products?
  - Where have you seen this advertising? (e.g., TV, magazines, internet, mail handouts)
- Do you ever receive emails or materials through the mail from pharmaceutical companies? If so, please describe.
- What do you think of the prescription drug treatments for ADHD?
- What do you think of the advertising for these treatments?
- Have you ever taken an action after seeing an advertisement for an ADHD drug? If so, please describe.
- Have you ever talked to a parent or an administrator about a drug advertised on TV, online, or in a magazine? If so, please describe.
- Have you ever suggested to a parent or someone else starting on a prescription medicine or switching medicines? Please describe.

**VII. Ad Exercise**

Show participants (real or mock) DTC advertisement(s) for ADHD for children.

1. What is the main message in this ad?
2. What do you think would happen if your student took the drug advertised in this ad?
  - What in the ad makes you think that?
3. What actions would you take, if any, after seeing this ad?
4. Is this ad similar to other ads you've seen for ADHD treatments? How or why

not?

**VIII. False Close**

Moderator checks with observers to see if they have additional questions or clarifications.

**IX. Close**

Thank you for spending your time with us tonight. Your comments are very helpful.