

## FOCUS GROUP MODERATOR GUIDE (LATINAS)

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Note: The entire time for continuous focus group data collection, including the Pre-Discussion Information Sheet, is estimated to average 2 hours and 20 minutes per response.

***[Moderator: Before participants enter room, write on flip chart visible to all participants:]***

- Write on flip chart visible to all participants:
  - “Topic of Discussion: Factors that influence women to get screened for breast cancer and the best ways for women to get information about breast cancer and screening.”
  - Focus group ground rules
- Prepare flip charts for general attitudes about health section

## INTRODUCTION TO GROUP PROCESSES AND PROCEDURES (10 minutes)

Thank you for taking the time to be here. My name is \_\_\_\_\_ and I work for ICF Macro a research and consulting firm. **As you may remember when you were recruited, we are conducting this focus group on behalf of the Centers for Disease Control and Prevention (CDC) to learn about women’s thoughts about health, breast cancer, screening and viable messages to educate women about breast cancer and increase breast cancer screening among Latinas.** First, I want to take a few minutes to tell you about my role and what to expect from our discussion and then I’ll give everyone the chance to introduce herself.

My role is simply to facilitate the discussion, make sure we stay on topic, and keep us within our time limit. I am not here to push any particular agenda or point of view, but rather to hear your frank and honest opinions. There are no right or wrong answers. We all have our own likes and dislikes, our own thoughts and feelings.

I want to remind everyone that the discussion here will be maintained in a secure manner. Please use only your first name. We will not report your comments by name, and we ask that you respect each other’s privacy in the same way. We do not expect you to tell us anything that you would be uncomfortable sharing with the group. But we do hope that you will be honest with your responses to the questions I ask.

Before we begin, I need to give you the informed consent form. Let’s read it together and then I’ll ask you to sign it. Most importantly, I want to make sure that you understand your participation in this study is completely voluntary. That means you can choose not to answer questions you if you want or you can leave at any time.

***[Moderator: Review, collect informed consent form, and answer any questions.]***

I’m going to ask a series of questions, but mainly I want to hear from you. As I mentioned, my role is simply to guide the discussion. Sometimes we may really get going on one question, and I’ll have to move you onto the next question so that we may cover everything. Please do not take it personally! We just need to hear from everyone about several topics.

There are also a few ground rules that I would like us to adopt for our discussion:

You have been asked here to offer your views and opinions.

Everyone’s input is important. We will encourage everyone to participate.

Respect the privacy of your fellow group members.

Avoid side conversations.

Let one person speak at a time.

I may need to cut a discussion short to get through the whole discussion.

Please turn off all cell phones!

There are no right or wrong answers.

All answers will be maintained in a secure manner, so feel free to speak your mind.

Respect one another at all times.

It's okay to disagree.

Most importantly, please try to speak up, speak clearly, and one at a time. We are audiotaping the discussion so that we can have an accurate record of the discussion. Do you have any questions before we get started?

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### PARTICIPANT INTRODUCTIONS AND WARM-UP EXERCISE (5 minutes)

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So we can get to know each other a little, let's go around the room and introduce ourselves. Please say your first name only and your favorite type of music.

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### Pre-discussion Information Sheet (Pre-DIS)(30 minutes)

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Moderator to administer the Pre-DIS for Latinas.

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### DISCUSSION QUESTIONS (90 minutes)

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#### General Attitudes about Health (20 minutes)

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1. **What does health mean to you?**
2. **Where do you usually get information about health issues?**
  - Probe: Your doctor? TV? Radio? Friends? Family? Magazines? Internet? Which Web sites?
3. **What health conditions and diseases are you most concerned about? Why?**

*Moderator: Record all answers on NEW flip chart list (List 1).*
4. **What specific types of information do you like to know about these conditions or diseases?**

*Moderator: Refer to List 1.*
5. **I noticed that breast cancer is (is not) on the list? Why is that?**

*Moderator: Refer to List 1*

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#### Breast Cancer Knowledge: Salient Beliefs (10 minutes)

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6. **What comes to your mind when I say "breast cancer?"**

*Moderator: Record all answers on another NEW flip chart list.*

  - Probe: Why did you say that?
  - Probe: What concerns, thoughts, or feelings come to your mind?
7. **What have you heard about breast cancer?**
8. **How would you find out if you had breast cancer?**
9. **Where do you get your information on breast cancer?**
  - Probe: Friends, family, other people, organizations?

- Probe: Internet, books, magazines? (What types?)
- Probe: If you searched the Internet, what would you look for? How would you look for information about breast cancer?

**10. Do you think that women like you are at risk for getting breast cancer? Why or why not?**

- Probe: Do you think that Latinas are at risk for getting breast cancer?
- Probe: Do you think that older or younger Latinas are more at risk of getting breast cancer?

**11. What can women do protect themselves from getting breast cancer?**

**12. What can women do to increase their chances of surviving breast cancer?**

Breast Cancer Screening Behaviors: Salient Beliefs (15 minutes)

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*Moderator: Now we'd like to talk about breast cancer screening.*

**13. So what comes to your mind when I say breast cancer screening?**

- Probe: What do you know about screening?
- Probe: Tell me what is involved in screening?

**14. When do you think a woman should get screened for breast cancer?**

- Probe: How often? What age?
- Probe: When she is sick?
- Probe: When she feels a lump in her breast?
- Probe: If her mom or close female relative has cancer?

*Moderator: If participants bring up "mammograms" get the participants to explain what a mammogram is.*

**15. Do you know what early detection means?**

- Probe: Is it important? Why or why not?

**16. Do you think that breast cancer screening increases the chance of finding breast cancer early? Why or why not?**

**17. Do you think that breast cancer screening increases a woman's chance of surviving breast cancer? Why or why not?**

**18. What do you know about the [NAME OF LOCAL BCCP]?**

**19. What are your thoughts about no- or low -cost breast cancer screening (mammograms)?**

- Probe: Do you think women worry that the quality of no- or low- cost screening might not be very good?
- Probe: Do you trust that no- or low- cost screening services are as good quality as services that cost money or require insurance coverage?

**20. What more would you like to know about the screening services in your area?**

- Probe: Do you have any concerns about screening services? If so, what are they?
- Probe: Do you know how the services are offered (i.e., how the screening is done)?

- Probe: Are there places where you think women would be more likely to go to get screened? Are there places where you think women would be less likely to go to get screened?

### **Salient Referents (10 minutes)**

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Moderator: Tailor questions 21 and 22 for screened and unscreened groups.

#### **21. What influenced (or motivated) you to get screened for breast cancer in the past eighteen months?**

- Probe: Did a family member encourage you to get screened? What is it about this person(s) that motivated you to get screened?
- Probe: Did a friend (or friends) encourage you to get screened? What is it about this person(s) that motivated you to get screened?
- Probe: Did you see or hear something in the media about screening? What is it about the message that motivated you to get screened?
- Probe: Did you read something that motivated you to get screened? What is it about the message that motivated you to get screened?

#### **22. How long did you think about going to get screened before you actually did it? Why?**

#### **23. Do you think your family or friends think you are at risk for breast cancer? Why or why not?**

#### **24. Do your family/friends think that screening for breast cancer increases a woman's chances of surviving breast cancer? Why or why not?**

### **Viable Messages for Screening Promotion (15 minutes)**

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#### **25. Is there anything that you do not know about screening that you would like to know?**

- Probe: What are the most important things you would want to know about breast cancer screening?

#### **26. How would you like to receive information about breast cancer screening?**

- Probe: Written? (e.g., direct mail, pamphlets) Why? Why not?
- Probe: Verbal? (e.g., 1-800 number). Why? Why not?
- Probe: Radio? Why? Why not?
- Probe: Television? Why? Why not?
- Probe: Internet? Why? Why not?
- Probe: From someone handing out information in a mall or at the grocery store? Who?
- Probe: From someone you already know? Who? (e.g., family members, friends, etc.)

#### **27. What organizations do you think are the most trusted sources for developing information and materials about breast cancer screening?**

- Probe: What organizations do you trust to distribute this information to you (e.g., health department, CDC, doctors, churches, community based organizations)?

**Moderator: Probe why or why not on each of these organizations.**

#### **28. Who would you want to hear information about breast cancer screening from?**

- Probe: Who would you most trust to share honest information about screening with you?
- Probe: A man or a woman? Why? Why not?
- Probe: A women like you? Why? Why not?

- Probe: A doctor? Why? Why not?
- Probe: A celebrity? What type of celebrity? Why? Why not?
- Probe: Breast cancer survivor? Why? Why not?

**29. Are there times or places where you pay better attention to health messages?**

**Moderator: Ask women to talk about how they feel about getting health messages in each situation?**

- Probe: When you're alone? When you're at home? When you're in your car?
- Probe: When you're reading the paper? When you're watching TV? When you're listening to the radio?
- Probe: At church? At work?
- Probe: In public – mall, grocery store, other?

**30. Now we want to get your opinions about the qualities of a health message to promote breast cancer screening. What tone do you think would be most effective in communicating to women about breast cancer screening?**

- Probe: How would you respond to messages that use humor? Why?
- Probe: How would you respond to serious messages? Why?
- Probe: How would you respond to messages that try to scare you? Why?
- Probe: How would you respond to messages that give you information about your risk of getting breast cancer? Why?

**31. What types of messages would improve the chances that you would pay attention to messages about breast cancer screening?**

**32. What do you think should be the main point of health messages to promote breast cancer screening among Latinas?**

- Probe: What should a health message about screening communicate to women?

**Drawing Activity – Clarification Requested by Observers (20 minutes)**

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**Moderator: Ask participants to break up into groups of two or three. Then ask them to do the following:**

*This will be your last activity for tonight. We want to give you an opportunity to use your imagination and what you've learned in this discussion. We'd like you to give us your thoughts about what would be an effective message to deliver to women about breast cancer and screening. Please use the markers and paper provided to write out what should be said in a radio advertisement about breast cancer screening. Also tell me who would deliver the message on the radio and what tone they would use.*

**Moderator: After giving instructions to participants:**

- Check with observers for any additional questions they might want answered.
- Return to room and ask each group of participants to present their message.
- Each group should discuss who would deliver the message and the tone of the message.

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**CLOSING (5 minutes)**

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**33. Well, that's the last of my questions. Do you have any questions?**

**34. False Close -- Moderator: "I'm sure you have heard a lot of discussion in the news about health care reform. We want to know what you think about it. Does this era of health care reform, impact whether you utilize services of the local health department?"**

*Probe: Where would you go get screened?*

**[Moderator: "On the table behind me, you'll see that we have brought some educational materials about breast cancer, mammography and clinical breast exams. Please feel free to help yourselves to any of this information.]**

***"Thank you again for taking the time to participate in this discussion. We sincerely appreciate and value your input!"***