

**Development of a Motion Comic for HIV/STI Prevention Among Young People – ages 15-
24**

Phase 1 Focus Group Moderator Guide

Public reporting burden of this collection of information is estimated to average 120 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; Attn: OMB-PRA (0920-0840)

1st FOCUS GROUP MODERATOR GUIDE-Motion Comic

Moderator: Your instructions for carrying out this focus group are in brackets [*]

FOCUS GROUP INTERVIEW GUIDE

[As participants arrive to the waiting room, gather information on participant's age. Be discrete so that others around will not hear response.]

[Moderator - (before participants enter room) Write all ground rules on flip chart and post in a location visible to all participants.]

[Give the participants a name tag and ask them to put a nickname on the name tag. Inform the participants that this is the name that will be used during the focus group to protect their privacy.]

Please take time and read the consent forms, if you are a minor please read your assent form.

Would anyone like me to read either form aloud?

[Read aloud the consent form with everyone following along. Give time for everyone to read the consent on their own. Collect the signed forms.]

[Moderator: Read the introduction.]

Introduction

Welcome and thank you very much for agreeing to participate in this focus group. My name is _____, and my role is to guide the discussion tonight/today. I would like to hear your frank and honest opinions about the topics we discuss today. There are no right or wrong answers to the questions I'm going to ask. So please just relax and enjoy the discussion.

You all have been invited to participate because we need your help in developing an innovative and exciting HIV/STD health communication intervention, a motion comic, for people in your age group. During our discussion we will be discussing issues concerning HIV/STD and a few other related topics.

There are a few purposes for this discussion. First, we want to hear about what you know, think and believe about HIV and STD. We also want to find out where people like you obtain health related information and some of the HIV/STD risk behaviors people your age engage in. Second, we would like to find out what you think about the possibility of using a motion comic as a tool for HIV/STD prevention. Finally, we would like your help in developing the storylines, look and sound (characters) and prevention messages you think people like you would like to see in an HIV/STD focused motion comic.

Before we get started on our discussion, there are just a few things I'd like to point out. We are audio taping this session so we can listen to what you have to say and not worry about taking notes. The tapes help us in writing our reports and are used for this purpose only. Everything you have to say will be kept secure and anything that is reported will be done without names or identifiers. In other words, no one who reads the

final report will know or be able to figure out that any of you participated in this study. Also, please remember that you can choose not to respond to a question at any time and that your participation in this study is completely voluntary.

Does anyone have any questions?

[Moderator: Read the ground rules as posted in the room.]

Ground Rules

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.
 - We know that each of you might have different views about this topic. You might hear opinions that you do not agree with, and if this happens, we ask that you respectfully listen and then share your opinion.
- ◆ To the extent the law allows, the focus group facilitators will keep all comments secure.
- ◆ We ask that you not share comments you hear today with anyone outside this room. You should know that there is the possibility that a focus group participant may not honor this request.
- ◆ Everyone's input is important; I may call on you if you are being quiet.
- ◆ Avoid side conversations.
- ◆ Let one person speak at a time.
- ◆ I may need to cut a discussion short to get through the whole guide.
- ◆ Please turn off all cell phones and electronic devices!
- ◆ There are no right or wrong answers.
- ◆ All answers will be kept secure and anonymous, so feel free to speak your mind.
- ◆ Respect one another at all times.
- ◆ It's okay to disagree.
- ◆ As a way to help us, please state whatever name you are using today whenever you make a comment.

Do you have any questions before we begin?

If there are no more questions, I am going to start recording now. [Turn on audio recorder]

[Moderator: Begin session with warm up.]

Let's begin by finding out a little bit about each of you. Please tell us your:

- ◆ Name i.e. the name you want to use today,
- ◆ Favorite TV show, and
- ◆ Favorite type of music

Now that we have finished our warm-up activity, let's begin with the questions.

Let's start by asking some questions about HIV/STD.....

HIV/STD Knowledge, Awareness and Beliefs

HIV Knowledge

- ❖ What do you think of when you hear the word HIV?
- ❖ What are some myths about HIV?
- ❖ What can you tell me about HIV?
- ❖ How can you contract HIV?
- ❖ How can HIV be prevented?
- ❖ How do people with HIV look?
Probe: Can you tell by looking at someone if they have HIV?

Let's switch gears and talk about STDs now.....

STD Knowledge

- ❖ When you hear the word STDs (or sexually transmitted diseases) what do you think of?
Probe: Are there any specific terms or feelings that you associate with STDs?
- ❖ What are some STDs that you have heard of?
- ❖ Do you think people who contract an STD are more susceptible to HIV?
- ❖ How can STDs be prevented during oral, vaginal and anal sex?

Awareness/Beliefs

- ❖ Do you know anyone who has/had HIV?
- ❖ How are people treated when they find out they are HIV positive?
- ❖ How do people act around people with HIV?
- ❖ Where did you learn about HIV?
Probe: School? Peers/Friends? Family? Computer/internet?
- ❖ Do you think other people your age think they are at risk for HIV/STD why or why not?
- ❖ Where does HIV fit in with other things people have to worry about in their lives?

I would like to continue to ask you questions about where people like you receive their health information.

Health Information Seeking

- ❖ If someone your age wanted to learn more about HIV/STD where would they go?
Probe: internet (wiki, WebMD), non-internet (clinic, etc)

- ❖ How much do you think other people your age know about this/these disease(s)?

Condoms

I would like to ask you a few questions about condom use among people your age.

Condom Use (Male or Female)

- ❖ Do people your age use condoms?

Probe: Have you heard of the female condom?

- ❖ Why do you think people do or don't use condoms?

Probe: Do they use them on a regular basis? 100% of the time, 50% of the time, not at all

- ❖ What type of sex are people your age more likely to use condoms or other forms of protection (e.g. dams) for - anal, oral, vaginal?

- ❖ Where do people your age obtain condoms?

Probe: health department, store, friends etc...

There are lots of different ways that people bring up the subject of condoms with a partner....

- ❖ What are some of the ways people bring up using condoms?

Probe: What kinds of things do people say or do to get someone else to use or not use a condom?

- ❖ What are some ways that a partner might react if asked to use or not use a condom?

- ❖ Are there things that may lead to a person your age to stop using a condom?

Probe: cost, relationships, latex allergy?

- ❖ What kind of messages do you think would help people your age to use condoms consistently?

Thank you for the responses you have provided this far. Now we would like to get your opinion and thoughts about HIV/STD Testing

- ❖ What do you think of when you hear HIV testing?STD testing?

- ❖ What would make someone your age go get tested for HIV?.....STD?

- ❖ How would someone your age find out if they had HIV/STD?

Probe: Where would they go to find out? Clinic, doctor, school clinic, school nurse, etc.

- ❖ What makes it easy for people your age to get tested for HIV/STD?

Probe: Reduced cost, type of test, quick results?

- ❖ What makes it hard for someone your age to get tested for HIV/STD?

Probe: Stigma, transportation, access to testing facility

Feasibility and acceptability of a motion comic

Thanks again for your responses about HIV/STD. As mentioned at the very beginning of the group we would like to develop an HIV/STD related motion comic series to educate people like you about HIV/STD. How many have heard of motion comics before? A motion comic is the end result of enhancing a regular 2-D comic book or comic strip with voices, sound effects, animation and a music score so that it resembles full animation. Watch this sample of a motion comic, this is not reflective of what we will develop it is only a sample.

[Will show an example of a motion comic, Invincible].

Now that you have an idea of what a motion comic isImagine that a motion comic was being developed for HIV/STD prevention.

- ❖ What would make people your age read/watch a motion comic?
- ❖ Do you think a motion comic focused on HIV/STD prevention would appeal to people like you?
- ❖ Why or Why Not?

Content Development

Look and Tone

- ❖ What graphical style should the comic use?

(Poster boards representing different styles)

- ❖ Which style do you like best?

Story Development

- ❖ What were some stories that you saw on television or from other media which got you to change a behavior?
- ❖ What kind of stories would people your age like?
- ❖ What are some possible HIV/STD storylines that people your age would be interested in?

Probe: Dating/relationships

- ❖ Where should the story be set?

Probes: conventional reality or other worldly/futuristic....

- ❖ What kind of stories would people your age like and get them to protect themselves from HIV/STI?
- ❖ What kind of HIV/AIDS stories would people your age not like to see?
- ❖ What sort of things would make people your age not want to view a motion comic?

Probe: storylines, tone

- ❖ What kind of messages do you think would help people your age to use condoms consistently?

Character Development

Let's talk about the characters you would like to see in a HIV/STD motion comic

- ❖ What type of characters would you/people your age relate to?

Please fill out the character rating sheet for each of the 9 characters we are going to show you.

[Show 3 poster boards of a single character drawn in 3 different graphic styles distribute rating sheets to participants]

- ❖ What are your thoughts about characters #1-#9?
- ❖ Why do you like character #1-#9?
- ❖ What do you dislike about character #1-#9?
- ❖ How should character 1-9 sound? (Tone and pitch of voice)

Probe: Is there anyone this character should sound like?

Motion Comic Styles

In order to help us develop the motion comic we would like to show you a few different motion comics in order to find out what you like and don't like about each one of them.

This first one is called Platypus vs. Monkey

[Show 1-minute of Platypus vs. Monkey motion comic]

- ❖ What do you like about the motion comic in this clip?

Probes: artistic style, animation style, music, sound effects, colors

- ❖ What do you not like about it?

Probes: artistic style, animation style, music, sound effects, colors

This next clip is from the Walking Dead motion comic

[Show 1-minute of Walking Dead motion comic]

- ❖ What do you like about the motion comic in this clip?

Probes: artistic style, animation style, music, sound effects, colors

- ❖ What do you not like about it?

Probes: artistic style, animation style, music, sound effects, colors

The next one is called X-Men: Gifted

[Show 1-minute of X-Men: Gifted motion comic]

- ❖ What do you like about the motion comic in this clip?

Probes: artistic style, animation style, music, sound effects, colors

- ❖ What do you not like about it?

Probes: artistic style, animation style, music, sound effects, colors

This clip is from The I Am Legend motion comic

[Show 1-minute of I Am Legend motion comic]

- ❖ What do you like about the motion comic in this clip?

Probes: artistic style, animation style, music, sound effects, colors

- ❖ What do you not like about it?

Probes: artistic style, animation style, music, sound effects, colors

- ❖ If you had to choose one of the motion comic clips we showed you as your favorite which one would you choose and why?

Thank you for your time and sharing your thoughts with us, this concludes our group for today.

Character Rating Sheet

Please rate each character's trait by circling the letter you prefer. Please also suggest a name for each of the characters.

Character 1:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			

Character 2:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			

Character 3:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			

Character 4:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			

Character 5:			
Look	A	B	C
Style	A	B	C
Coloring	A	B	C
Build	A	B	C
Suggested Name:			