

## ATTACHMENT C: Moderator's Guides

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### **Disaster Distress Helpline Focus Group Moderator Guide**

#### **Caretakers**

#### **I. Introduction and Ground Rules (3 minutes)**

##### A. Ground Rules

- Thank you for taking time out of your schedules.
- Group will last 60 minutes.
- Make sure everyone has the packet that was mailed with them in the room and have pen and paper to write on.
- No right or wrong answers—goal is to hear a variety of viewpoints, not to reach consensus.
- Comments are private; Audio taping; Listeners.
- Speak as loudly as moderator; Speak one at a time; State first name each time you want to say something so that we can keep track of who is speaking.
- Warning to talkative and quiet people—everyone gets a chance to speak.
- Feel free to talk to each other, disagree/agree, but observe common courtesy.

##### B. Introductions

Let's have each of you introduce yourselves by saying your first name only, where you live, and something you like about where you live.

#### **II. Experience with Disasters/Warm-Up (10 minutes)**

One thing that all of you have in common is that you live in nice places, but also places that have been affected by disasters such as [name common disasters for that area].

1. Tell me a bit about your experiences with disasters.

2. How did going through that make you feel?
3. What worried you the most?
4. How did going through the disaster affect you later, if at all?
5. What sort of help could you have used?

PROBE: Someone to talk to; Help understand what was happening to you; Tips for getting through that tough time; Referrals to local resources

### **III. Disaster Distress Helpline (15 minutes)**

There is a new helpline that anyone in the country who is experiencing stress, depression, or any emotional issues related to a disaster can contact to get help for free. It's called the Disaster Distress Helpline. People can call or text. They speak or text message with trained counselors and get referrals to local services. The calls and texts are completely confidential.

6. What are your initial thoughts about this helpline?
7. Who do you think this helpline is for?

PROBE: People like you? Other people? What are those people like?

8. What would make you want to call this helpline?

PROBE: Before a disaster, during a disaster, and after a disaster

9. What would stop you from calling?

PROBE: What questions would you need to have answered before calling?

### **IV. Message Concepts (15 minutes)**

Now, I'd like you to open up the packet we sent you. Inside you will see four colored sheets of paper, each with a few sentences on it.

I am going to read them to you, one at a time. As I read them, please underline anything you think is very important, cross out (X) anything you think is not necessary, and put a question mark (?) next to anything you think is confusing.

Afterward, we'll discuss them. As we discuss them, keep in mind that we need your honest reactions. I didn't write any of these so I won't take any of these comments personally.

We're going to start with the [COLOR] page.

**READ FIRST MESSAGE CONCEPT [ORDER OF MESSAGES WILL BE ROTATED]**

**[AFTER READING]**

First I'd like to get some overall reactions. Then we'll go through it in more detail.

10. What are your first impressions—your first thoughts and feelings as you were reading it?
  - a. What jumps out at you?
  - b. What is the main point?
  - c. Who is it for?  
    PROBE: People like you? Other people? What are those people like?
  - d. How does it make you feel?
  - e. Are there any glaring problems or “red flags”?
  - f. What additional information would you want to know after seeing this?
11. What did you underline to show you thought it was IMPORTANT? What made you underline it?
12. If limited time: Name ONE of the parts you underlined and what made you choose it.
13. What did you cross out (X) to show you thought it was NOT NECESSARY? What made you cross it out?
14. If limited time: Name ONE of the parts you crossed out and what made you choose it.
15. What did you write a question mark (?) next to because you found it CONFUSING? What confused you about it?
16. If limited time: Name ONE of the parts you wrote a question mark next to and what made you choose it.

**REPEAT FOR ALL FOUR MESSAGE CONCEPTS**

Now, I'd like to ask you to choose the one that you find the most compelling, or that makes you want to call the helpline the most. I'll give you a minute to decide. Please make a mark on the one you choose.

Okay, now I'd like to go around and get your votes.

17. Which one did you choose? What made you choose that one?

## **V. Communication Preferences (10 minutes)**

18. Overall, where would you prefer to see information about the Disaster Distress Helpline?

### PROBES

- a. See in your community? (Where?)
- b. Read (Where?)
- c. Hear on the radio (What kind of program?)
- d. See on TV (What kind of program? Weather Channel?)
- e. See on the Internet? (Where on the Internet?)

PROBE: Would you look for it on Facebook? Twitter?

- f. Hear from a person you respect? (Like whom?)
- g. For parents, hear from your child's school?
- h. See in stores or as part of packaging on products you buy? (Which ones?)
- i. Hear from a group in your community? (Which?)
- j. Hear from an emergency responder, like an EMT or firefighter?
- k. Get in some other way? (Which?)

19. What else would get your attention?

## **VI. Wrap-up (2 minutes)**

After all of the things you've seen and heard today, is there anything that would make you want to call or text the Disaster Distress Helpline? If yes, what appealed to you?

## **VII. Closing (1 minutes)**

If any of you are interested in contacting the helpline, I want to let you know that the number is 800- 985-5990. You can also text "TalkWithUs" to 66746.

I want to thank you so much for participating today. Your ideas are definitely going to make a difference for people struggling from disasters.

# **Disaster Distress Helpline Focus Group Moderator Guide**

## **DDH Callers/Texters**

### **I. Introduction and Ground Rules (3 minutes)**

#### A. Ground Rules

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- Warning to talkative and quiet people—everyone gets a chance to speak.
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#### B. Introductions

Let's have each of you introduce yourselves by saying your first name only, where you live, and something you like about where you live.

### **II. Warm Up/Initial Impression of DDH (5 minutes)**

As you know, all of you were invited to this call today because you contacted the Disaster Distress Helpline and you are willing to tell us about your experiences. Thank you again for your time.

1. How did you hear about the helpline?
2. If you remember, what were your initial thoughts about this helpline before you contacted it?

### **III. Reasons for Contacting the DDH (15 minutes)**

3. Tell me a bit more about the time when you contacted the helpline.

**LISTEN FOR:** Before a disaster, during a disaster, after a disaster.

**PROBE,** if needed: What was going on in your life? How were you feeling? What worried you the most? How long had it been going on?

4. Why did you want to call?

PROBE: What sort of help were you hoping to get by calling?

PROBE: Someone to talk to; Help understand what was happening to you; Tips for getting through that tough time; Referrals to local resources

5. What, if anything, was holding you back from calling?
6. How did you ultimately decide to contact the helpline?

#### **IV. Experience with Disaster Distress Helpline (10 minutes)**

7. Please describe your experience of contacting the helpline.
8. What would you say to other people about the helpline?

PROBE: What would make you recommend it? What would make you not recommend it?

9. Under what circumstances would you call again?

PROBE: Before a disaster, during a disaster, after a disaster

10. What would stop you from calling again?

#### **V. Message Concepts (15 minutes)**

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**VI. Communication Preferences (10 minutes)**

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20. What else would get your attention?

## **VII. Closing (1 minutes)**

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I want to thank you so much for participating today. Your feedback is definitely going to make a difference as we try to improve the Disaster Distress Helpline and serve people struggling from disasters.