

Burden Disclosure Statement

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Focus Group Question Guide

1. **Current approaches** questions to determine if OCPL's outreach activities are effective at informing senior center administrators about NIA's free health and aging information:
 - a. In the pre-focus group questionnaire, you were asked if you had ever heard of the National Institute on Aging (NIA). For those of you who have, where did you first learn about the NIA?
 - i. Prompt: How would you describe your relationship with NIA?
 - ii. Prompt: How would you describe the resources available from NIA?
 - b. For those of you who have received outreach information from the National Institute on Aging, what was it?
 - i. Prompt: How were you contacted?
 - ii. Prompt: What type of information did you receive?
 - c. What types of outreach methods do you find helpful?
 - i. Prompt: How do you like to receive your information (i.e., mail, e-mail, phone)
 - ii. Prompt: How often (what frequency) would you like to receive information about NIA and its free resources? What would you consider too often or burdensome?
 - iii. Prompt: What format of information do you find most useful?
 - d. Has your senior center found any outreach from an organization (not necessarily NIA) to be particularly helpful?
 - i. Prompt: What made it helpful?
 - e. What did you find to be the least helpful outreach from an organization?
 - i. Prompt: How did it fail to meet your expectations or needs?
 - f. How would you recommend that NIA maintain a relationship with a senior center?
 - i. Is there frequent employee turnover? How would that affect NIA's approach to sustaining a long-term relationship?

2. **Identify** questions to determine if current outreach materials and activities distinguish NIA resources as accessible, introductory, trustworthy sources of health and aging information:
 - a. Based on the background information about NIA and its resources (that you received prior to our meeting) along with your outside knowledge of NIA, what do you think of NIA and its resources?
 - i. Prompt: How do you use (think you could use) NIA's resources in your senior centers?
 - ii. Prompt: If you have a computer training class, do you think you might refer to NIA's websites as examples?
 - b. You were sent a catalogue of NIA materials. How do they compare to the resources used in your senior center?
 - i. Prompt: Do any of your senior centers already use NIA materials?
 - ii. Prompt: If you do not already use them, do you plan to use NIA materials in the future?
 - iii. Prompt: Please describe features of the NIA materials that you received that you found helpful and the least helpful
 - c. Is there anything that you would like to see from NIA that they do not already have?
 - i. Prompt: For example, would it be helpful for NIA to have a Facebook page or a blog?
3. **Health information sources** questions to determine where senior centers get their health and aging information:
 - a. What type of health and aging information do you want to have at your senior center?
 - b. Where do you look for health and aging information to distribute at your senior center?
 - c. How much time do you spend looking for health and aging information?
 - d. Who else in your office is responsible for finding health and aging information for the senior center?
 - i. Prompt: Is it a group effort?
 - e. How do you display the information you have at your senior center?
 - i. Prompt: Do you have a bulletin board?
 - ii. Prompt: What is the size of the area for displaying information?
 - f. Do you have any information sessions or other face-to-face ways to share health and aging information?
 - i. Prompt: If so, what?
 - ii. Prompt: Are there any resources that NIA might help you with during these interactive sessions?
 - g. Beyond print publications, what are other ways that NIA can support your health and aging information needs?
4. Prompts to allow the participants voice any interests, concerns they may have that was not covered:

- a. Prompt: Do you have any suggestions for how NIA can raise awareness of its resources among your members and other older people (that haven't already been discussed)?
- b. Prompt: What are challenges your senior centers face that may relate to outreach (that haven't already been discussed)?