

Attachment # 2

Evidence-Based Practice Working Group

Focus Group Moderator Guide

**Assessing NCCCP Experiences with Implementing
the Template for Community Outreach (TCO)**

June 2012

Focus Group Moderator Guide

NCCCP Experiences with Implementing the Template for Community Outreach (TCO)

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1. WELCOME (1 minute)

- a. Good morning/afternoon, my name is [Moderator Name]. I am the NCCCP NCI Disparities Advisor and will be the moderator for today. Welcome and thank you for participating in the EBP Working Group's Focus Group Discussion.
- b. Many of you may have participated in a focus group previously. A focus group is a small group discussion that focuses on a particular topic in depth. The purpose of this focus group is to discuss the NCCCP Template for Community Outreach, specifically to understand the process of and experiences with implementing the Template. I will be asking your opinions and your experiences with implementing the Template at your sites. The information obtained will be used to refine and improve the Template for future use.

2. GROUND RULES (4 minutes)

Before we begin, I would like to review a few things about how the discussion will work.

- a. In a focus group, there are no right or wrong answers, only opinions, and I'd like to hear from all of you about your perspectives equally. It's important that I hear what each of you thinks. Please talk one at a time and in a clear voice. Because we are taping, I may occasionally interrupt you if two or more people are talking at once to be sure everyone gets a chance to talk and that responses are recorded clearly
- b. Everyone needs to talk but each person doesn't have to answer each question. If I haven't heard from you I may call on you occasionally. You don't need to address all answers to me; I encourage you to exchange points of view with each other. Also, please feel free to speak up even if you disagree with someone else here. It's OK to disagree, because it's helpful to hear different points of view. I'm also interested in any questions you may have as we go along.
- c. This focus group will last approximately 1½ hours. To ensure that we stay within the allotted time, I may jump ahead to the next topic from time to time to move us along, but please stop me if you want to add

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Collection of this information is authorized by The Public Health Service Act, Section 412 (42 USC 285 a-1). Rights of study participants are protected by The Privacy Act of 1974. Participation is voluntary, and there are no penalties for not participating or withdrawing from the study at any time. Refusal to participate will not affect your benefits in any way. The information collected in this study will be kept private under the Privacy Act. Names and other identifiers will be separated from information provided and will not appear in any report of the study. Information provided will be combined for all study participants and report as statistical summaries.

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focus group participants to respect the confidentiality of all responses provided as well. Also, if there are any questions you would prefer not to answer, please feel free not to respond to them.

Does anyone have any questions before we begin?

3. INTRODUCTIONS (10 minutes)

- a. I'm going to ask each of you to introduce yourself to the group. I'd like to ask that you tell us: current position, years in your current position, educational background, whether you have used the template yourself and if you train/direct others to use the template at your site.

4. PERCEPTIONS AND FEEDBACK ON TEMPLATE

Relative advantage (15 minutes)

Using the Template was more effective in guiding my site's community outreach efforts than prior processes. As you respond, please state whether you agree with this statement and...

- a. What processes were you using prior to the implementation of the TEMPLATE?

Probe:

- i. Was it a systematic approach? Describe the approach.
 - ii. Why have you used, or not used the TEMPLATE?
 - iii. What have been some of the barriers?
 - iv. What have been some of the facilitators/motivators
 - v. What resources are needed to implement the TEMPLATE?
- b. What did you gain (benefits) from using the TEMPLATE?

Probe:

- i. Examples include: more awareness of metrics, more attention to partnerships, more focused approach to community outreach, etc.
- ii. How will/has the TEMPLATE improved/changed practice/outcomes?

Complexity (15 minutes)

The Template was easy to use. As you respond, please state whether you agree with this statement and...

- a. How easy or difficult is the TEMPLATE to understand and use?

Probe:

- i. What and how would you change/modify?
- b. Were the definitions within the categories helpful?

Probe:

- i. List the categories and definitions and ask what and how they would change/modify?
- c. Would you suggest that any activities be included?

Probe:

- i. List the activities from the Template and ask what and how they would you change/modify?

Compatibility (15 minutes)

Use of the Template fit well with the way my site approaches community outreach. As you respond, please state whether you agree with this statement and...

- a. How is the TEMPLATE compatible with your organization's mission and values?
- b. Have you been able to incorporate the needs of your target population in applying the tool?

Probe:

- iii. If so, how have you done this?

Trialability (10 minutes)

I was able to pilot the Template before making the decision to adopt it at my site. As you respond, please state whether you agree with this statement and...

- a. How have you used the TEMPLATE across the cancer continuum/or NCCCP Pillars?
Probe:
 - i. Example – outreach related to CT accrual
- b. How have you used the TEMPLATE for other programs/activities outside of NCCCP or cancer care?

Observability (10 minutes)

The Template effective in facilitating achievement of NCCCP goals. As you respond, please state whether you agree with this statement and...

- a. Has the TEMPLATE been effective in facilitating achievement of NCCCP or site goals?
- b. Have you full integrated use of the TEMPLATE with all of your community events?
- c. How do you plan to report results of the Template?

5. LESSONS LEARNED AND SUCCESSES (8 minutes)

- a. What lessons learned can you share in implementing the template?
- b. Challenges and Successes?

6. CONCLUSION (2 minutes)

We've come to the end of our discussion. The NCCCP Evidence Based Practice Working Group of the Subcommittee has worked hard to develop these questions so we can improve the Template for Community Outreach for future use.

Do you have any additional comments you would like to make on our focus group topics?

On behalf of the EBP WG, I want to thank you for your participation. This has been a valuable session. I want to assure you, however, that all of your comments are secure to the extent permitted by law, and will be used only for research purposes. Thank you again for your comments and your time.