

Back To Sleep Focus Groups Moderator's Guide for Private Sector Health Professionals (Daycare Providers)

Introduction Hello. My name is _____ and I'm the moderator for tonight's group. The main purpose of our discussion is to get your opinions about some health issues and campaign logos.

I have nothing to sell today. This is a consumer opinion project. I am a consultant and have been asked to lead our discussion tonight.

Feel free to make positive or negative comments about any of the things we'll be discussing tonight. This is a free-flowing discussion and there are no wrong answers. I also want to assure you that I had nothing to do with creating the materials we'll be looking at tonight. I will not be offended in any way by anything you say so please feel free to speak your mind.

Disclosures

1. Discussion Group Setting:
Mention mikes, mirrors, observers, & audio taping
2. The session is being taped so I can write an accurate report afterward, not of "who said what," but "what was said." Your name will not be used in the report.

Guidelines II In order to make this a useful research session, there are some guidelines to follow:

1. Please talk one at a time and in a voice at least as loud as mine.
2. I need to hear from everyone, and to the degree possible, let's have equal "air time," so that everybody talks about the same amount—nobody talks too much and nobody talks too little.
3. There are no right or wrong answers to the questions I ask—there are different points of view. It's valuable for me to hear all points of view, so it's especially important to speak up when you disagree with what someone else has said. I also want to assure you that I won't be hurt or penalized by any criticism you might have.
4. I may need to move to another topic sooner than you are ready, and I may have to cut a conversation short in the interest of time. If I interrupt you it is not personal; I just want to get to everything that is planned. You're welcome to speak to me after the group so I can be sure I get all your thoughts and comments.

Permission At any time you can excuse yourself to go to the restroom or to get more food or beverages. I ask that only one person should be up or about at a time.

* Public reporting burden for this collection of information is estimated to average 2 hours, 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: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0643). Do not return the completed form to this address.

Self-Intros Before we get started, let's introduce ourselves to each other. Let's go around the room and tell us:

- Your first name
- Your profession
- Where you work
- An activity you like to do for fun

Topic A: General (10 minutes)

1. Tonight we'll be talking about safe sleep for infants under 12 months old. Your feedback will inform a campaign being implemented by the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development, or NICHD. To start, please take a minute to try and visualize a safe sleep environment for an infant of this age. What would this look like?

Probe:

What position is the infant sleeping in?

What is the infant wearing?

What is in the crib?

How does the room feel in terms of temperature?

2. What organizations, institutions, or people do you rely on for information on safe sleeping?

Probe:

[If not mentioned] How about the American Academy of Pediatrics (AAP)?

Topic B: Awareness (40 minutes)

3. How often do your parents/clients ask you about safe sleep?

Probe:

What kind of questions do they ask?

What do you tell them?

4. What have you heard about the AAP recommended sleep position?

Probe:

Should the baby sleep on her back, side, or stomach?

Read:

AAP recommends that infants sleep on their backs. Infants who sleep on their stomachs are much more likely to die of SIDS than those who sleep on their backs.

5. What do you think will keep daycare providers from discussing that recommendation?

Probe:

What would help daycare providers discuss the recommendation?

6. What have you heard about AAP recommendations related to co-sleeping or bed sharing?

Probe:

Should an infant sleep with its mother or caregiver in bed?

How about with a parent or caregiver on the couch?

Read:

AAP recommends that parents keep the infant's sleep area close to, but separate from, where they and others sleep. The infant should not sleep in a bed or on a couch or armchair with adults or other children, but he or she can sleep in the same room as his or her parents. If the mom brings the infant into bed with her to breastfeed, she should put him or her back in a separate sleep area, such as a bassinet, crib, cradle, or a bedside co-sleeper when finished.

7. What do you think will keep daycare providers from discussing that recommendation?

Probe:

What would help daycare providers discuss the recommendation?

8. What have you heard about AAP recommendations related to bedding, bumpers or stuffed animals?

Probe:

Should an infant sleep with a blanket or a pillow?

Should an infant sleep with any toys or stuffed animals?

Read:

The AAP recommends that parents keep soft objects, toys, and loose bedding out of the infant's sleep area. They shouldn't use pillows, blankets, quilts, sheepskins, and pillow-like crib bumpers in the sleep area, and they should keep any other items away from their infant's face. If a parent uses a blanket, he/she should place the baby with feet at the end of the crib. The blanket should reach no higher than the baby's chest. The blanket should be tucked under the crib mattress to ensure safety.

9. What do you think will keep daycare providers from discussing that recommendation?

Probe:

What would help daycare providers discuss the recommendation?

10. **[Only if time allows]** What have you heard about AAP recommendations related to sleep temperature?

Probe:

How warm should the room be?

How should the infant be dressed for sleep?

Read:

The AAP recommends that parents do not let their infant overheat during sleep. They should dress their infant in light sleep clothing, and keep the room at a temperature that is comfortable for an adult.

11. What do you think will keep daycare providers from discussing that recommendation?

Probe:

What would help daycare providers discuss the recommendation?

12. **[Only if time allows]** What have you heard about AAP recommendations related to pacifier use?

Probe:

Should infants sleep with or without a pacifier?

Read:

The AAP recommends that parents think about using a clean, dry pacifier when placing the infant down to sleep, but they should not force the baby to take it. (If the mother is breastfeeding her baby, she should wait until her child is 1 month old or is used to breastfeeding before using a pacifier.)

13. What do you think will keep daycare providers from discussing that recommendation?

Probe:

What would help daycare providers discuss the recommendation?

Topic C: Logo and Message Testing (40 minutes)

We are considering different logos for a campaign to promote safe sleep for infants. We will present 3 logos and ask what you think of each one.

For each logo I'm going to ask you to assign each one a grade like in school, where "A" is the best and "F" is a failing grade. I'd like you to write down a grade for each logo I show you. After I have shown you all 3, we will go back and discuss each logo, one at a time. I'll ask you to share the grade you gave each one as well as some of the reasons you gave each one the grade you did.

Show the first logo. Rotate order.

14. If you had to give this image a grade, like in school, where "A" is the best and "F" is a failing grade, what grade would you give this logo?

15. How would you sum up in a few words your first impression of this logo?

Probe:

Do you like it? Not like it?

What makes you say that?

16. How well does the image in this logo convey the idea of a safe sleep environment?

17. What do you think of the words—or tagline—underneath the image?

Probe:

Do the words go with the image?

18. What, if anything, would you change about this?

Probe:

Why?

Repeat questions 14 through 17 after each brand identity option.

After discussing each of the ideas, show the respondent all 3 ideas and ask the following questions.

19. Now that you have seen all the logos, which IMAGE would you recommend and why?

20. Now that you've seen all of these logos, which TAGLINE would you recommend and why?

Topic D: Wrap Up (10 minutes)

21. What else should NICHHD keep in mind as they develop educational materials for parents?

We appreciate your taking the time to participate in this interview. Thank you very much.