

**Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD)  
National Child and Maternal Health Education Program (NCMHEP)**

**Understanding Perceptions of  
Postpartum Depression  
To Inform Educational Outreach Efforts**

**--Focus groups with mothers who have had postpartum depression--**

**RECRUITMENT SCREENER:  
1 60-MINUTE TELEPHONE FOCUS GROUP  
1 90-MINUTE IN-PERSON FOCUS GROUP**

**Background**

We are conducting a telephone [in-person] focus group with mothers to talk about moms' and children's health shortly after birth. We are not selling or promoting any product or service. Everyone who participates in the focus group will receive \$20 [\$40 for in-person] as a token of appreciation for your time. The telephone focus group will last 60 minutes. [The in-person focus group will last 90 minutes.] The discussion will be audio-recorded and kept secure to the extent permitted by law. First names only will be used during the discussion. In the final summary report, your individual name will never be connected to a comment you make during the discussion. To see if you qualify to participate in the focus group discussion, we need to ask you a few questions. These questions will take less than 5 minutes.

**Eligibility Questions**

*RECRUIT 12 TOTAL PARTICIPANTS FOR EACH FOCUS GROUP (9 PARTICIPANTS WILL BE SEATED; ALL PARTICIPANTS WHO SHOW, EVEN THOSE WHO ARE EXCUSED, WILL RECEIVE THE INCENTIVE).*

**Confirm that the individual speaks English clearly. \_\_\_\_\_**

**1. Are you a mother of at least 1 child less than 5 years of age?**

- ☐ Yes  
☐ No *THANK AND TERMINATE*

**2. Have you ever been diagnosed with postpartum depression by a health care professional?**

- ☐ Yes [ALL WOMEN IN THE 2 FOCUS GROUPS—PHONE & IN-PERSON—MUST HAVE PPD.]  
☐ No *THANK AND TERMINATE [CONSIDER FOR OTHER NON-PPD MOMS GROUPS.]*

[If necessary, read definition: Postpartum depression is moderate to severe depression in a woman after she has given birth. It may occur soon after delivery or up to a year later. Most of the time, it occurs within the first 3 months after delivery.]

**3. What is your age?** \_\_\_\_\_ years

**4. What is your city and state?** \_\_\_\_\_

*RECRUIT A MIX OF GEOGRAPHIC LOCATIONS.*

**5. What is the highest level of education that you have completed?**

- ☐ Some high school
- ☐ Completed high school
- ☐ Some college/university
- ☐ Some technical school
- ☐ Completed college/university/technical school
- ☐ Any advanced degree

If yes to advanced degree, ask which field the respondent earned the degree in.

[SCREEN OUT PHYSICIANS (MEDICAL DOCTORS), NURSE PRACTITIONERS (NPs), NURSES, AND MENTAL HEALTH PROFESSIONALS]

**6. Which of the following categories best describes your ethnic background?**

- ☐ Not Hispanic or Latino
- ☐ Hispanic or Latino

**7. Which of the following categories best describes your racial background?**

- ☐ White.....Continue
- ☐ Black or African American.....Continue
- ☐ American Indian or Alaska Native.....Continue
- ☐ Asian.....Continue
- ☐ Native Hawaiian or Other Pacific Islander .....Continue

**8. What was your total household income before taxes during the past 12 months?**

- ☐ Less than \$25,000
- ☐ \$25,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 or more

**9. How well do you agree with this statement?**

**“I can really talk about my feelings with my significant other.”**

- ☐ Strongly agree
- ☐ Agree
- ☐ Slightly agree

- ( ) Slightly disagree
- ( ) Disagree
- ( ) Strongly Disagree

**10. How well do you agree with this statement?**

**“I can really talk about my feelings with my family.”**

- ( ) Strongly agree
- ( ) Agree
- ( ) Slightly agree
- ( ) Slightly disagree
- ( ) Disagree
- ( ) Strongly Disagree

**11. How well do you agree with this statement?**

**“I can really talk about my feelings with my friends.”**

- ( ) Strongly agree
- ( ) Agree
- ( ) Slightly agree
- ( ) Slightly disagree
- ( ) Disagree
- ( ) Strongly Disagree

**[Use the following language when terminating a call:**

“Thank you very much for your time today. We are looking to recruit a wide variety of women from across the United States to help with this study. Unfortunately, we have filled participant slots with your specific characteristics. Again, thank you for your interest.”]

**INVITATION**

Thank you for answering our questions. We would like to invite you to participate in a 1-hour telephone focus group [90-minute in-person focus group] discussion with other mothers to hear your thoughts on moms’ and children’s health shortly after birth. If you agree to participate you will receive \$20 [\$40 for in-person] as a token of appreciation for your time.

- Are you interested and able to participate?
  - ( ) Yes *SCHEDULE*
  - ( ) No *THANK AND TERMINATE*

**FOR SCHEDULED PARTICIPANTS:**

We will send you a confirmation email, with the call-in instructions [with the location of the in-person focus group], before your telephone [in-person] focus group discussion. And, we will call you the day before the focus group discussion as a reminder. Please call into the call-in number at least 5 minutes before the start of your focus group.

Name\_\_\_\_\_

Address \_\_\_\_\_  
City/State/Zip Code \_\_\_\_\_  
Home \_\_\_\_\_ Work \_\_\_\_\_ Cell \_\_\_\_\_  
Email \_\_\_\_\_

What is the best telephone number to reach you? \_\_\_\_\_  
Thank you!