

**ATTACHMENT F**  
**STAKEHOLDER DISCUSSION GUIDE**

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## DISCUSSION GUIDE FOR THE TEXT4BABY STAKEHOLDER INTERVIEWS

### A. STAKEHOLDER ROLE IN PUBLIC-PRIVATE PARTNERSHIP

- What is your organization's role in the partnership to promote/implement text4baby?
- What was the motivation behind becoming involved with text4baby? How was the decision to participate in text4baby made?
- Which partners do you interact with on a regular basis? (PROBE: Public? Private? National? State? Local?)
- What are the formal and informal mechanisms through which you and other partners interact and collaborate?
- How does the partnership support your organization in its role to promote/implement text4baby?
- What challenges have you encountered with the partnership to date?
- What would you do differently or improve about the partnership?
- **NON-FEDERAL PARTNERS:** How important is the role of the federal government partners in the partnership? What has worked well? What could be improved?

### B. STAKEHOLDER EFFECTIVENESS IN PROMOTING AND IMPLEMENTING TEXT4BABY

- What goals did your organization set related to promoting and implementing text4baby? To what extent has your organization been involved in promoting text4baby to Spanish-language consumers?
- To what extent has your organization met its goals related to promoting and implementing text4baby? What role have other partners played in helping you pursue your goals?
- What have you been most satisfied with regarding your contribution to text4baby to date? What have you been least satisfied with?
- With 20-20 hindsight, what would you change about your organization's role in or approach to promoting/implementing text4baby?

### C. STAKEHOLDER ASSESSMENT OF TEXT4BABY OUTREACH STRATEGIES

- What do you consider the target population for text4baby?
- How does the partnership facilitate outreach, enrollment, or other activities to reach the text4baby target population? What advantages and limitations does the partnership model offer?

- Does the partnership include a comprehensive array of agencies and organizations to effectively reach the target population? Are there any partners not represented in the partnership that you think should be?
- Are there members of the target population that are not reached as effectively as they could be? (PROBE: Hispanic/Latina/Spanish-speaking; Native American; pregnant/postpartum substance abusers; pregnant/postpartum women with HIV/AIDS; pregnant/postpartum women with depression or other mental illness)
- What have you been most satisfied with regarding the outreach efforts by the partnership to date? What have you been least satisfied with?
- With 20-20 hindsight, what would you change about your organization's role in or approach to outreach?

#### **D. STAKEHOLDER STRATEGIES FOR INCREASING PARTICIPATION IN TEXT4BABY**

- What are the most promising practices for engaging participants in text4baby? (PROBE: Any specific observations about engaging Spanish-language participants?)
- What have been the barriers to gaining greater penetration among the target population? (PROBE: Any specific observations about barriers for Spanish-language participants?)
- What factors may account for higher/lower penetration levels among certain target groups? (PROBE: Any specific observations about Spanish-language participants?)
- What factors may account for higher/lower penetration levels among certain geographic areas?
- To what extent do subscribers voluntarily stop receiving text4baby messages? What reasons do you attribute to their decision to stop receiving messages?
  - o Have you heard of subscribers stopping because they terminated their cell phone service? How often does this occur?
  - o Have you heard of subscribers disenrolling because they are dissatisfied with the service? If so, what are their main concerns?
  - o Are there other reasons (besides aging out) that cause subscribers to stop receiving the messages?
  - o Is there anything that can be done from a program perspective to help participants continue use of the text4baby program?

## **E. STAKEHOLDER ASSESSMENT OF TEXT4BABY DESIGN FEATURES**

- What specific aspects of text4baby's design and implementation have worked well to date? (PROBE: enrollment process, voluntary disenrollment process, emergency alerts, message content, timing and frequency of messages)
- What aspects could be improved?

## **F. SUSTAINABILITY OF TEXT4BABY**

- What costs has your agency or organization borne with regard to its participation in text4baby?
- What are the benefits to your agency or organization to maintaining continued involvement with text4baby? What challenges do you foresee?
- What resources are required to maintain and grow the partnership initiative among public and private organizations?

## **G. REPLICABILITY OF TEXT4BABY**

- What elements of text4baby are replicable with other public health issues or populations? (PROBE: partnership model, outreach model, technology)
- What elements need fine-tuning before they are applied to other public health issues or populations? (PROBE: partnership model, outreach model, technology)
- Has text4baby affected the social norms around text messaging in any way? If so, how?

## **H. SPECIALIZED MODULES FOR SELECTED STAKEHOLDERS**

### **1. Technology Stakeholders**

- What technical elements have been most successful? What technical elements can be improved?
- Which types of telecom service provider business models are more effective in reaching underserved populations? (PROBE: contract with fees; no contract with unlimited wireless; no contract with prepaid service) Do these different types of business models offer different technology approaches to their services? If so, how does this affect their ability to support services such as text4baby?
- What is the cost of the technology and services that you have provided to date for text4baby? What are the categories of costs? Were any costs (direct or indirect) unforeseen?
- What measures do you use to assess the effectiveness of your involvement in text4baby?

## 2. Content Developers

- How were messages developed and reviewed? Who was involved? What special skills were required?
- How were messages tailored to the due date of the subscriber or the baby's date of birth?
- How were messages tailored to meet the diverse needs of the target population?
- What testing process was used to assess cultural or linguistic appropriateness of the enrollment process and the messages?
- How did the content evolve over time (e.g., alerts)?
- What measures do you use to assess the effects of messages? Were any effects of the messages observed (e.g., increased calls to hotlines)? What is the evidence?

## 3. Health Plans

- To what extent does text4baby complement or substitute for other types of services? (PROBE: use of hotlines for health education, use of reminder systems for scheduling)
- Do you have any evidence that text4baby affects knowledge, attitudes, or behaviors during pregnancy or the baby's first year?
- Do you have any evidence that certain services are accessed more frequently as a result of text4baby?
- What are your plans, if any, to measure the effectiveness of text4baby in the future?

## 4. Media

- How does the text4baby target population reflect your traditional target audience?
- How easy has it been to integrate text4baby with existing media strategies? What new media strategies are being used or considered?
- Are you currently engaged with other mHealth or text4health initiatives? If yes, please describe. Are there any lessons that are consistent across these initiatives? Are there any lessons that might have implications for improving text4baby?

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