

# Attachment 3: Moderator's Guide

Communities Putting Prevention to Work  
National Prevention Media Initiative Focus Groups with Parents/Caregivers

## I. Introduction

(10 minutes)

### A. Introduction

- *Moderator's introduction*
  - o *Hello. My name is \_\_\_\_\_. I do not work for FHI 360 or the Center for Disease Control and Prevention. I am an independent consultant.*
- *Welcome participants*
  - o *Thank you for coming here today and agreeing to participate in this discussion.*
- *Anonymity*
  - o *Your name will not be mentioned in any of the reports.*

You're here today to take part in a focus group. It's a discussion to find out your opinions – like a survey, but with broad, general questions.

I personally had no part in designing the material, so feel free to tell me what you really think of them. All of your comments – whether positive or negative are welcome.

This focus group is being sponsored by the U.S. Centers for Disease Control and Prevention, also known as the CDC.

We've asked you to be in this discussion to get your feedback on some materials that we will be developing related to your health and the health of others in your family and community.

I personally had no part in designing the material, so feel free to tell me what you really think of them. All of your comments – whether positive or negative are welcome.

#### **Public Reporting Burden Statement**

Public reporting burden of this collection of information is estimated to average **90** minutes per response, 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 CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0572).

## B. Procedural Details

- *Audio Taping*
  - *Since we are recording the discussion, I asked that you speak one at a time. The audio recordings will be used to help in writing a summary report. No one outside of this project will listen to the recordings. We will keep what you say secure to the extent permitted by law. We will keep the recordings in a locked cabinet. The recordings will be destroyed by December 2016.*
- *One-way mirror*
  - *As you can see, behind me is a one way mirror. My colleagues are back there listening to our discussion, mainly to make sure that I cover everything that we want to discuss today.*
- *Restrooms*
  - *If you need to go to the restroom, please leave one at a time.*
- *Turn off cell phones and pagers*
  - *Please turn off all cell phones and pagers.*

## II. **Self-Introductions**

**(5 minutes)**

We're going to go around the room briefly to allow everyone to introduce him/herself. When it's your turn, please tell us:

- Your first name
- What are the ages of your children?
- Two issues that you are very concerned about when it comes to raising your children?

## III. **Concept testing**

**(30-50 minutes)**

**Moderator:** Let's start with a draft of a print ad you might see in a magazine. **[Rotate each ad per group] [REPEAT BELOW QUESTIONS, AS APPLICABLE, WITH EACH AD]**

- Orange Soda
- Neighborhood Park
- Corner Store
- Children deserve more ways to be active
- People-friendly streets

1. What do you think of this idea?

- a. How would you sum up in just a few words your first impression of this message? Do you like it? Not like it? What makes you say that?

- b. Are there any words or phrases here that you think are especially attention-getting or appealing?
2. What is the main idea that this message is trying to get across, in your own words?
  - a. How well do you think the main idea comes across?
  - b. Was this a new idea or something that you've heard before?
3. Who would you say they are trying to reach?
  - a. Does it seem like this message is talking to you, and people like you? Or someone else?
  - b. What in the message suggested it was talking to you and people like you or someone else?
4. Does this message make you want to do anything? Does this motivate you to take action?
5. How relevant is this concept for parents of teens (or children) who are concerned about the health of their children?

**IV. Campaign Awareness (20 min) – [Place Holder -Types of questions we will ask]**

6. In the past month, do you remember seeing, hearing, or reading any TV, radio, newspaper, or online advertising about a [INSERT program, campaign, or web site description]?
  - Yes
  - No
  - Don't Know/Not Sure
  - Refused
7. What can you tell me about this/these [INSERT format]? Please describe for me anything specific you saw, heard, or read in the [INSERT format].
  - What was the [INSERT format] about?
  - What was the name of the program mentioned in the [INSERT format]? Is there anything else you can recall?

[**Probe** for specifics/details they remember, for example who, if anyone, appeared in the message.]
8. In general, are you aware of [INSERT description of program, campaign, or web site]?
  - Yes

- No
- Don't Know/Not Sure
- Refused

9. What is the name of the [INSERT description of program, campaign, or web site] (Probe: Any others?)

10. Now, I am going to describe an ad you may or may not have seen on TV. You may or may not have seen the following ad because it is NOT running in all parts of the country. But in the past month, have you happened to have seen an ad that shows [INSERT ad description].

- Yes
- No
- Don't Know/Not Sure
- Refused

**V. Looking Forward (5-10) minutes**

11. What do you think [INSERT organization name] needs to know about your community? How would you want them to be involved in your community? Do you see ways of partnering with them? How would you like to receive the information?

**VI. WRAP-UP**

**(5 minutes)**

- *Thank Participants*