

## Attachment 13 -Focus Group Discussion Guide

“Deep Vein Thrombosis/Pulmonary Embolism”

(City)

Date

**PURPOSE STATEMENT:** To identify messaging frameworks that build knowledge and raise awareness of DVT/PE; increase recognition of the symptoms and risk factors for DVT/PE; and empower people to take action.

### **I. Background and Introductions [10 minutes]**

*Hi, my name is \_\_\_\_\_. I am here today on behalf of the Centers for Disease Control and Prevention (CDC). Thank you so much for taking time out to talk with us today. I am here because the CDC would like to raise public awareness of Deep Vein Thrombosis/Pulmonary Embolism (DVT/PE). We want to talk to you about your opinion on some of the materials that have been developed to accomplish this objective.*

*The discussion should last 90 minutes. Your participation today is totally voluntary and you can leave the talk at any time. I have some colleagues in the back room taking notes. One of them may come in and pass me a note and that's just because they thought of something additional they'd like me to ask you. Everything you say will be treated in a secure manner. Your name will not be linked to anything you have said today. Your name will not be included in any of the reports we write about our talk. The discussion will be taped so that our notetaker will be able to fill in any gaps in her notes from the discussion. Does anyone have any questions?*

*Before we get started, I want to quickly explain how this will work and cover some ground rules. I'm going to ask you some questions to get the talk started. Anyone can speak out; you don't need to wait for me to call on you. However, please keep in mind that we have a lot to talk about and materials to review, so it's important for us to hear from everyone and to discuss all of the topics. Also, please speak one at a time--I would like to hear from each of you and we want to make sure that the tape recorder can pick up what everyone has to say. It is important that we receive your honest opinions, even if it is different from the others. I also ask that you respect each others' privacy and not share what is said in this talk, once it is over. Please turn off or set your cell phones to vibrate. If you need to take a call or use the restroom, please feel free to step out and join us again once you are done.*

*Do you have any questions before we continue?*

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- a. [GO AROUND THE ROOM, ASK RESPONDENTS TO INTRODUCE THEMSELVES.] Please say your first name ONLY, and your favorite television show.

**II. Knowledge of DVT/PE (Awareness and language) [15 minutes]**

- a. Here are some health issues. For each of these, tell me the words that come to mind when you hear each of the following:
- Blood clots
  - Stroke
  - Deep Vein Thrombosis
  - Pulmonary Embolism
- b. What can you tell me about blood clots?
- Where do they form?
  - Are they serious?
- c. Do you know anyone that has had a clot? [PROBE: what happened?]
- d. What can you tell me about Deep Vein Thrombosis, also sometimes called DVT?
- Have you heard of DVT?
  - Who is most at risk for DVT?
  - What are the symptoms?
  - Is DVT preventable?
  - How did you first hear about it?
- e. How about Pulmonary Embolism, or PE?
- Have you heard of this?
  - Who is most at risk for PE?
  - What are the symptoms?
  - Are pulmonary embolisms preventable?
  - How did you first hear about it?
- f. (62d) Has your doctor ever talked with you about DVT/PE or blood clots?
- [IF YES, PROBE] Tell me about that. What were the circumstances? What did he/she tell you?
- g. Do you feel that you are personally at risk for DVT or pulmonary embolism?
- Why or why not?
  - Have you personally ever taken steps to protect yourself from DVT or PE? What have you done?

**III. Message Review [45 minutes]**

**A. REVIEW OF CONCEPTS**

I'm going to pass around some sheets with different ways of talking about DVT and pulmonary embolism. [DISTRIBUTE SHEETS] Let's review one, we'll talk about it, and then

we'll review the next one. I will ask you a question and would like your feedback on each sheet as I guide you through them. As you review, I'd like you to **circle** anything that stands out in an interesting or good way, **cross through** anything that you don't like, and put a **question mark** by anything that's confusing.

[MODERATOR READ CONCEPT ALOUD. ASK QUESTION SERIES AFTER EACH CONCEPT]

- a. (1d) What idea is this trying to get across, in your own words?
- b. (3d) Is it trying to get people to do something?
- c. (20d) Do you like the way it communicates the idea? [PROBE: tone, language/style, etc.].
  - Is it easy to understand?
- d. (6d) Is there anything confusing, unclear, or hard to understand? What?

## B. [POSTERS]

Let's look at some posters. [DISTRIBUTE SHEETS] Let's review one, we'll talk about it, and then we'll review the next one. I will ask you a question and would like your feedback on each sheet as I guide you through them. As you review, I'd like you to **circle** anything that stands out in an interesting or good way, **cross through** anything you don't like, and put a **question mark** by anything that's confusing.

[ASK QUESTION SERIES AFTER VIEWING EACH of 5 POSTERS]

- a. What is the first thing that struck you about this?
- b. (1d) What is this trying to get across, in your own words?
- c. (5e) How do you feel about the images used in this poster? Are they helpful/ appealing? [PROBE] Why/why not?
- d. (3d) Is it trying to get people to do something? Would you take any action?
- e. (22d) If you saw this somewhere, would it get your attention? Why or why not?
- f. (6d) Is there anything confusing, unclear, or hard to understand? What?
- g. (17d) Who would you say they are trying to reach? Does it seem like this piece is talking to you, and people like you? Or someone else? What suggested it was talking to you and people like you or someone else?

[AFTER ALL HAVE BEEN REVIEWED, HAVE PARTICIPANTS GO BACK AND PUT A STAR BY THE ONE THEY LIKE BEST. DO A TALLY, BRIEFLY DISCUSS TOP 2]

After seeing these materials, what questions do you have about DVT and PE?

## C. [SLIDESHOW]

Now let's watch a brief slideshow. [SLIDESHOW]

- a. Reactions?
  - What is the first thing that struck you about this?
  - (1d) What is the main idea this piece is trying to get across, in your own words?
  - Where do you imagine that you might see something like this?
  - (5e) How do you feel about the images used in this piece? Are they helpful/engaging? [PROBE] Why/why not?

- Was anything here new information for you? What was new?
- (6d) Is there anything confusing, unclear, or hard to understand? What?
- Does knowing the facts change how you view DVT? What changed?
- (1f) Does this message make you want to do anything? [PROBE: Does this motivate you to take action? Why or why not?]
- After seeing this slideshow, what questions do you have about DVT and PE?

IV. **Motivators - (Information needs, response to increased awareness, fear factors) [5 minutes]**

- a. Thinking about all that we've seen today—the message concepts, the posters, the slideshow—what information here was important to making you more aware of DVT?

[PROBES]

- risk factors for PE. Which ones?
  - simple prevention actions. Which ones?
  - another's person's experience. How so?
  - particular photos or illustrations. Which ones? Why?
- b. What information about DVT most motivates you to do something? What is it that you'll do?

V. **Communication (Channels, messengers, and timing) [10 minutes]**

Now I'd like to spend a little bit of time talking about how to communicate information about DVT/PE.

- a. Earlier I asked about what questions you have about DVT and PE. If you weren't in this focus group and had questions about DVT, where would you go? PROBE: Other than a doctor?
- b. What organizations would you trust to provide you with health information about DVT/PE?
- [PROBES] CDC/government, churches, media, doctors/HMOs, hospitals, pharmaceutical companies, organizations like the American Academy of Family Physicians?
  - What websites would you trust?
- c. Who would be good spokespeople to talk about DVT/PE?
- d. When would you want to receive information about DVT/PE? [PROBE FOR EXAMPLES]
- [PROBES]
- **Hospital Group:** during registration, bedside by provider before surgery or treatment, discharge, routine follow up, routine office visits, during recovery, reading newspapers or magazines ...
- e. (74d) Are there some places in particular that you would be most likely to notice and pay attention to messages about DVT/PE? [PROBE FOR EXAMPLES: work, church, traveling, health fairs, news]
- f. (72d partial) What would be the most effective way or format to provide information about DVT/PE? [PROBES: Pamphlets, internet, television, billboards]

- g. What factors are most likely to persuade you to make a decision to take steps to prevent DVT/PE?

[PROBES]

- Who it comes from?
- How you found out about it?
- Knowing risk factors and symptoms?

VI. **Closing [5 minutes]**

- a. Thanks for coming out today. I just have one final question before I let you go. Think back over the material we just discussed and write down for me one thing you've learned or have taken away from today's discussion.