

Attachment 1c. Round 2 Focus Group Moderator Guide

Development of a Motion Comic for HIV/STI Prevention Among Young
People – ages 15-24—Phase 2

Round 2 Focus Group Moderator Guide

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Round 2 FOCUS GROUP MODERATOR GUIDE-Motion Comic

Moderator: Your instructions for carrying out this focus group are in brackets [*]

[As participants arrive to the waiting room, gather information on participant's age. Be discrete so that others around will not hear response.]

[Moderator - (before participants enter room) Write all ground rules on flip chart and post in a location visible to all participants.]

[Give the participants a name tag and ask them to put a nickname on the name tag. Inform the participants that this is the name that will be used during the focus group to protect their privacy.]

Please take time and read the consent forms, if you are a minor please read your assent form.

Would anyone like me to read either form aloud?

[Read aloud the consent form with everyone following along. Give time for everyone to read the consent on their own. Collect the signed forms.]

Welcome and thank you for agreeing to participate in the study. Before we get started with the focus group we would like to have you take a short survey. It should take approximately 15 minutes to complete.

Outcomes

- ❖ What kind of information related to STI/HIV/Pregnancy (Sexual Health) do you think that people like you need to see?

Storyline-For new storylines

- ❖ What do you think about the storyline?
Probes: Is it realistic or believable?
- ❖ Does the motion comic use the appropriate tone in the story telling?
Probe: Is the tone too comedic? Too Serious/dramatic? Balanced?
- ❖ Do you think the storylines will influence knowledge, of people like yourself?
Probe: Why or Why not?
- ❖ Do you think the storylines will influence the attitudes about HIV/STI of people like yourself?
Probe: Why or Why not?
- ❖ Do you think the storylines will influence the beliefs about HIV/STI of people like yourself?
Probe: Why or Why not?

- ❖ Do you think the storylines will change behaviors of people like you so they engage in protective behaviors against HIV/STI(condoms, abstinence)?
Probe: Why or Why not?

Story Elements

Based on some information we received from individuals with similar characteristics, we have developed storylines, scripts and storyboards. We would like to know your thoughts and opinions about them.....

First we would like your help in testing the dialogue for the three storylines we have just presented. We have X scripted scenes we would like you to read through as a group. [Distribute scenes to group and divide them up.] Would anyone like to read for one of the characters out loud?

Lets start with scene 1 (*make sure the moderator reads the action and narrates*)

Thanks for reading the scene

Please rate the scene on the sheet provided

Tell us whether you like or dislike the following elements of the story

Dialogue
Plot
Setting
Tone (Humor)
Tone (Drama)
Realism
Cheese Factor

What do you like about the scene?

What did you not like about the scene?

What suggestions do you have for improving it?

What do you like or dislike about these characters?

Scene 2 (make sure the moderator reads the action and narrates)

Thanks for reading the scene

Please rate the scene on the sheet provided

Tell us whether you like or dislike the following elements of the story

Dialogue
Plot
Setting
Tone (Humor)
Tone (Drama)
Realism
Cheese Factor

What do you like about the scene?

What did you not like about the scene?

What suggestions do you have for improving it?

What do you like or dislike about these characters?

Please write down your comments

Scene 3 (make sure the moderator reads the action and narrates)

Thanks for reading the scene

Please rate the scene on the sheet provided

Tell us whether you like or dislike the following elements of the story

Dialogue
Plot
Setting
Tone (Humor)
Tone (Drama)
Realism
Cheese Factor

What do you like about the scene?

What did you not like about the scene?

What suggestions do you have for improving it?

What do you like or dislike about these characters?

Please write down your comments

Look and Tone

❖ What would be a good name for the series?

Character Development -New Characters.

- ❖ What do you think about the characters presented in the motion comic?
Probes: Would people your age identify with these characters?

We will be showing you 10 characters using the same art style as the one used in the motion comic you just viewed. Please rate them on the “New character sheet” we passed out.

New Characters
Character 1- Black Male (college age)
Character 2-Asian Male (College age)
Character 3-Latino Male-Parent
Character 4-Latino Female-Parent
Character 5- Black Female (Young, high school age)
Character 6- Latino Male (High school aged)
Character 7- Black Male (Parent)
Character 8- Black Female (mid-twenty's)
Character 9- White Female (9 th -10 th grade)
Character 10-Black Male (Older than high School)

- ❖ What are your thoughts about characters (In order of appearance) characters 1-10?
- ❖ Why do you like character (In order of appearance) characters 1-10?
- ❖ What do you dislike about character (In order of appearance) characters 1-10?

How should the story continue?

What do you think should happen next to Juan, Maria, Nick, Brandon, Derek, Mia, Summer, Marc, Justin?

Is there anything else you think we should think about if we make additional episodes?

Additional Topics

Male circumcision- the surgical removal of some or all of the foreskin from the penis
It was recently proven that circumcising a man can reduce his chances of becoming HIV-
infected from an HIV-infected female sexual partner.....

As a parent, would knowing this fact make you more or less likely to decide in favor of circumcising your male infant, if given the option and it were affordable?

Why or why not?

Do you think adult men would be willing to be circumcised to reduce their chances of becoming HIV-infected from an HIV-infected female sexual partner? –an HIV-infected male partner? –a sex partner whose HIV status is not known?

Why or why not?

Prep Exposure Prophylaxis

Are you aware that there are medications you can take which in combination with safe sex?

Have you heard of PrEP – pre-exposure prophylaxis medication to prevent HIV infection among HIV-negative persons?

If so, what have you heard about it, and from what sources did you hear this information?

Technology usage

What are the top 3 things people like you use mobile phone/technology for mostly on a daily or weekly basis?

What are the top 3 things people like you use a computer/tablet for mostly on a daily or weekly basis?

How would you like to receive health information that is relevant to you?

Probe: from an app, text messages or a mobile website?

Thank you for your time and sharing your thoughts with us, this concludes our group for today. We will now have you take another short survey.

Storyline Development

Please rate the following elements of each of the three scenes

Scene 1

	Strongly Dislike	Dislike	Neither Dislike or Like	Like	Strongly Like
Dialogue	1	2	3	4	5
Plot	1	2	3	4	5
Setting	1	2	3	4	5
Tone (Humor)	1	2	3	4	5
Tone (Drama)	1	2	3	4	5
Realism	1	2	3	4	5
Cheese-Factor	1	2	3	4	5

How do you feel about the character [Character Name]?

-2 -1 0 +1 +2

How do you feel about the character [Character Name]?

-2 -1 0 +1 +2

Scene 2

	Strongly Dislike	Dislike	Neither Dislike or Like	Like	Strongly Like
Dialogue	1	2	3	4	5
Plot	1	2	3	4	5
Setting	1	2	3	4	5
Tone (Humor)	1	2	3	4	5
Tone (Drama)	1	2	3	4	5
Realism	1	2	3	4	5
Cheese-Factor	1	2	3	4	5

How do you feel about the character [Character Name]?

-2 -1 0 +1 +2

How do you feel about the character [Character Name]?

-2 -1 0 +1 +2

Scene 3

	Strongly Dislike	Dislike	Neither Dislike or Like	Like	Strongly Like
Dialogue	1	2	3	4	5
Plot	1	2	3	4	5
Setting	1	2	3	4	5
Tone (Humor)	1	2	3	4	5
Tone (Drama)	1	2	3	4	5
Realism	1	2	3	4	5
Cheese-Factor	1	2	3	4	5

How do you feel about the character [Character Name]?

-2 -1 0 +1 +2

How do you feel about the character [Character Name]?

-2 -1 0 +1 +2

Character Rating Sheet-Round 2

Please rate each character's trait by circling the letter you prefer. Please also suggest a name for each of the characters.

Character 1:			
Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			

Character 2:			
Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			

Character 3:			
Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			

Character 4:			
Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			

Character 5:			
Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			

Character 6:			
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Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			

Character 7:			
Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			

Character 8:			
Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			

Character 9:			
Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			

Character 10:			
Look	Dislike	Neutral	Like
Style	Dislike	Neutral	Like
Coloring	Dislike	Neutral	Like
Build	Dislike	Neutral	Like
Suggested Name:			
How should they sound?			
Comments			