

Attachment 1b

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

Round 1 Focus Group Moderator Guide

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1st FOCUS GROUP MODERATOR GUIDE-Motion Comic

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

FOCUS GROUP INTERVIEW GUIDE

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.

[Pass out pre-test surveys and pencils]

Please let us know when you are done by turning your survey face down on the table. Please let me know if you have any questions.

We will now view the motion comic episodes in their entirety, which should take about 40 minutes, and afterward you will complete another survey which should take you 15-minutes to complete and then we will finish out this focus group.

[Show the motion comic episodes]

[Pass out post-test surveys]

[Moderator: Read the introduction.]

Introduction

Welcome again and thank you very much for agreeing to participate in this focus group. My name is _____, and my role is to guide the discussion tonight/today. I would like to hear your frank and honest opinions about the topics we discuss today. There are no right or wrong answers to the questions I'm going to ask. So please just relax and enjoy the discussion.

You all have been invited to participate because we need your help in developing an innovative and exciting HIV/STI health communication intervention, a motion comic, for people in your age group. During our discussion we will be discussing issues concerning HIV/STI and a few other related topics.

The purpose of our discussion today is to help us quantitatively and qualitatively evaluate an HIV/STI focused motion comic that we have developed from feedback from people like you. **A motion comic is the end result of enhancing a regular 2-D comic book or comic strip with voices, sound effects, animation and a music score so that it resembles full animation.** We will use the information from this focus group as well as the surveys you will complete before and after viewing the motion comic episodes to help us determine if we need to make any changes to the episodes. Some of the changes we may make include storylines, look and sound (characters) and prevention messages included in this HIV/STI focused motion comic.

Before we get started on our discussion, there are just a few things I'd like to point out. We are audio taping this session so we can listen to what you have to say and not worry about taking notes. The tapes will help us in writing our reports and are used for this purpose only. Everything you have to say will be kept secure and anything that is reported will be done without names or identifiers. In other words, no one who reads the final report will know or be able to figure out that any of you participated in this study. Also, please remember that you can choose not to respond to a question at any time and that your participation in this study is completely voluntary.

Does anyone have any questions?

[Moderator: Read the ground rules as posted in the room.]

Ground Rules

There are also a few ground rules that I would like us to adopt for our discussion:

- ◆ You have been asked here to offer your views and opinions.
 - We know that each of you might have different views about this topic. You might hear opinions that you do not agree with, and if this happens, we ask that you respectfully listen and then share your opinion.
- ◆ To the extent the law allows, the focus group facilitators will keep all comments secure.
- ◆ We ask that you not share comments you hear today with anyone outside this room. You should know that there is the possibility that a focus group participant may not honor this request.
- ◆ Everyone's input is important; I may call on you if you are being quiet.
- ◆ Avoid side conversations.
- ◆ Let one person speak at a time.
- ◆ I may need to cut a discussion short to get through the whole guide.
- ◆ Please turn off all cell phones and electronic devices!
- ◆ There are no right or wrong answers.
- ◆ All answers will be kept secure and anonymous, so feel free to speak your mind.
- ◆ Respect one another at all times.
- ◆ It's okay to disagree.
- ◆ As a way to help us please state whatever name you are using today whenever you make a comment.

Do you have any questions before we begin?

If there are no more questions, I am going to turn start recording now.

[Moderator: Begin session with warm up.]

Let's begin by finding out a little bit about each of you. Please tell us your:

- ◆ Name i.e. the name you want to use today,
- ◆ Favorite TV show, and
- ◆ Favorite type of music

Outcomes

Thinking about what you have just seen.....

- ❖ In general what do you think about the motion you just watched?

- ❖ What prevention messages stood out from the motion comic?

- ❖ Did you learn something new that you did not know?

Storyline

Please rate the motion comic that you have just viewed. Strongly like (5) to strongly dislike (5).

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

Also we would like you to rate each character on a scale from -2 (indicating that you negative opinion of the character) to +2 (indicating that you have positive opinion of the character). We have placed character sheets in the folders to help you remember the characters; please use the sheets to help you keep track of the characters.

Feasibility and Acceptance

- ❖ Would you watch more episodes of this motion comic series?
Probe: Why or Why not?
- ❖ Would you tell others about the motion comic that you just viewed?
Probe: Why or Why not?

Look and Tone

- ❖ What would be a good name for the series?
- ❖ What do you think about the overall content of the motion comic?
Probes: What parts of the motion comic do you think people your age would find entertaining?

How should the story continue?

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

Are there any other type or characters that you would like to see in future episodes?

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

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 #1-#10?
- ❖ Why do you like character #1-#10?
- ❖ What do you dislike about character #1-#10?

- ❖ What is a proper name for character 1-10?
- ❖ How should character 1-10 sound? (Tone and pitch of voice)

Probe: Is there anyone this character should sound like?

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.

Character Rating Sheet-Round 1

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:			
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			