

Form Approved
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Testing Messages for Black and Latino MSM

Attachment 2a

Focus Group/Interview Guide

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Focus Group/Interview Tool

STEP 1: WELCOME AND INTRODUCE PARTICIPANTS

DO: Focus group: Convene the group, welcome everyone, and introduce research team. Ask participants to introduce themselves using only their first name (or an alias if they wish).

DO: Interview: Welcome interviewee and introduce interviewer and note taker.

STEP 2: INTRODUCTORY SCRIPT

READ: ***“Thank you for taking part in the [focus group/interview] today. The purpose of this session is to hear your thoughts about HIV information and communications. Your input is important in developing better HIV prevention messaging for [black/Latino] men.***

“Before we begin, there is some important information I need to share with you. Please read the information on this sheet.

STEP 3: INFORMED CONSENT

DO: Provide copy of participant information sheet (ATTACHED) and allow individual to read it.

READ: ***“Do you have any questions about what we are going to do today and your participation?”***

DO: Answer any questions from participant(s)

“Based on what you’ve read, do you still want to take part in today’s [focus group, interview]?”

➔ If yes, proceed to Step 4.

➔ If no, thank the participant for his time and escort him to the exit.

STEP 4: BEGIN RECORDING AND NOTE TAKING

READ: ***“Okay, I am now going to turn on the recorder and begin the [discussion/interview].”***

DO: Turn on digital recorder and begin interview/discussion.

MESSAGES (~60 minutes)

READ: ***"I am going to present several informational messages to you - one at a time -- and then ask for your thoughts about each message. Ready? Here's the first one:***

DO: Read and display message #1, then ask the following questions:

1. What does this information mean to you?
Probe: Can you repeat back to me in your own words what the message means?
Probe: What about the information made you think that?
Probe: What would you add to make the information more understandable?
2. How might this information change what you usually do (i.e., change your behavior)?
Probe: Why do you think it would/wouldn't change your behavior?
Probe: [If not mentioned...] Would this information change what you usually do sexually?
Why/why not?
Probe: How might this information change behavior of other people?
3. How believable is this information to you?
Probe: What makes it believable or not?
4. Any other thoughts or reactions to this information?

READ: ***"Now I will present you with another information message. Please forget the previous messages I have shown you, and only think about this new message. Okay?"***

DO: Repeat above steps, showing messages two thru four and asking the questions after each. If four messages are completed in less than 50 minutes, continue with additional messages until 60 minutes has passed.

INTERNET AND MOBILE PHONE USE (15-20 minutes)

READ: ***"Now I am going to ask about your use of the Internet and mobile phones."***

DO: Ask the following questions:

1. To what extent do you have access to the Internet when you want or need it?
Probe: What are the barriers to you using the internet when you want or need to?
Probe: [If don't use the internet]: Why don't you use the internet? [Then skip to #4]
2. What devices do you use to access the Internet?
Probe: Which of these devices do you prefer to use to access the internet? Why?
3. When you access the Internet, what is your primary purpose?
Probe: What else do you use the Internet for?
Probe: What's your favorite website?
4. Do you have a mobile or cell phone?

→ If no, skip to next section [RECRUITMENT].

→ If yes, go to probes below:

Probe: What type of phone do you have?

Probe: What is included in the usage plan for your phone?

5. For what do you use your mobile phone primarily?

Probe: What else do you use your mobile phone for?

Probe: Is there anything else you use it for?

6. How often do you text with your mobile phone?

Probe: [If do text]: Why do you text instead of communicating another way?

Probe: [If do not text]: Why don't you text?

7. [If his mobile phone is a smartphone (e.g., iPhone, Android, etc.)]: What apps do you use the most?

Probe: What kind of apps would you like to have that you don't currently have?

RECRUITMENT (10-15 minutes)

READ: ***"Now I am going to ask you a few questions about getting people similar to you and your friends to participate in a study later this year."***

1. What is the best way to get [black/Latino] gay and bisexual men to take part in a study like this one about HIV prevention information?

Probe: [If not mentioned]: What sites on the Internet would you recommend?

Probe: [If not mentioned]: What places in [KC/FL/CH] would be good, such as bars, clubs, events, agencies, sex venues, neighborhoods?

Probe: [If not mentioned]: What about apps like Grindr, Jack'd or Scruff?

STEP 5: CONCLUSION

READ: ***We have reached the end of our [discussion/interview]. Thank you very much for taking part and sharing your thoughts and opinions. Do you have any questions for us?***

DO: Answer any questions.

READ: ***"If you would like more information about services available here at [PARTNER SITE], [LOCAL COORDINATOR] is available to talk more with you about these services right now. Please wait here to speak with him/her."***

DO: Distribute gift card(s) and ask participant(s) to initial the gift card distribution form acknowledging receipt. Note: Participant can use any initials to acknowledge receipt.

DO: Escort participant(s) to exit or to area where they can wait to talk or meet with local study staff.

Messages

HIV-NEGATIVE MSM

PrEP

You can reduce your risk of getting HIV if you take a pill every day. A recent study was done of gay and bisexual men who did not have HIV and were asked to take a pill every day. Even though some of the men did not take the pill every day, the group as a whole reduced their chance of getting HIV by 44%.

You can reduce your risk of getting HIV if you take a pill every day. A recent study was done of gay and bisexual men who did not have HIV and were asked to take a pill every day. For the men who took the pill every day, the group as a whole reduced their chance of getting HIV by 95%.

HIV testing

It is important to get tested for HIV. Some people have HIV and do not know it. A recent study of Black gay and bisexual men found that *nearly 2 out of 10 (17%)* of them had HIV and did not know it.

It is important to get tested for HIV. Some people have HIV and do not know it. A recent study of Latino gay and bisexual men found that *nearly 1 out of 10 (8%)* of them had HIV and did not know it.

It is important to get tested for HIV. Some people have HIV and do not know it. A recent study of Black gay and bisexual men with HIV found that *nearly 6 out of 10 (59%)* of them had HIV and did not know it.

It is important to get tested for HIV. Some people have HIV and do not know it. A recent study of Latino gay and bisexual men with HIV found that *nearly 5 out of 10 (46%)* of them had HIV and did not know it.

HIV Serosorting

Gay and bisexual men can reduce their risk for getting HIV. If two partners do not have HIV, it is possible for them to have anal sex without a condom but lower their risk of getting HIV. To keep HIV risk low, both men must:

- Get tested for HIV regularly to be sure they do not have HIV.
- Agree to have no other sex partners OR to always use condoms with other partners.
- Agree to be honest with each other if they have sex with someone else.

Partner ART

If your partner has HIV and takes all his HIV medications as prescribed, your risk of getting HIV will be much lower. A recent study was done of couples where one partner had HIV and the other did not. In the study, if the partner with HIV took HIV medications every day, the other partner's chance of getting HIV was reduced by 96%.

Condom efficacy

If you do not have HIV *and* you have a partner who does have HIV, you can reduce your risk of getting HIV if you always use a condom during anal sex. A recent study was done of gay and bisexual men where some had HIV and some did not. In the study, if both men always used condoms during anal sex, the risk of getting HIV was reduced by 70% for men who did not have HIV.

HIV-POSITIVE MSM

Partner PrEP

People without HIV can reduce their risk of getting HIV if they take a pill every day. A recent study was done of gay and bisexual men who did not have HIV and were asked to take a pill every day. Even though some of the men did not take the pill every day, the group as a whole still reduced their chance of getting HIV by 44%.

ART (self benefit)

Taking HIV medications will help you live a healthier life. Studies have shown that people with HIV who took HIV medications every day lived longer and were healthier than people with HIV who did not take HIV medications.

ART (partner benefit, taking meds)

If you take HIV medications as prescribed, your risk of passing HIV to a partner who does not have HIV will be much lower. A recent study was done of couples where one partner had HIV and the other did not have HIV. In the study, if the partner with HIV took HIV medications every day, the other partner's chance of getting HIV was reduced by 96%.

ART (partner benefit, taking meds + VL concept)

If you take HIV medications as prescribed, your risk of passing HIV to a partner who does not have HIV will be much lower. A recent study was done of couples where one partner had HIV and the other did not have HIV. In the study, if the partner with HIV took HIV medications every day AND had a low level of HIV in their blood, the other partner's chance of getting HIV was reduced by 96%.

HIV Serosorting

You can greatly reduce the risk of passing HIV to people who do not have HIV. To prevent giving HIV to others, some gay and bisexual men who have HIV have anal sex without a condom ONLY with other men who have HIV.

Condom efficacy

If you have HIV *and* you have a partner who does not have HIV, you can reduce your risk of passing HIV if you always use a condom during anal sex. A recent study was done of gay and bisexual men where some had HIV and some did not. In the study, if both men always used condoms during anal sex, the risk of getting HIV was reduced by 70% for men who did not have HIV.

Post-test: *For each question, please choose only one response.*