

## March of Dimes: Treating for Two Phase I – Virtual Focus Group Guide

### Group 4 - Postpartum Consumer Group (Acute Medication Use)

**Overview.** The focus group will comprise the following steps:

1. **Consent Form:** Participants will read the consent form and check the box indicating their agreement to participate.
2. **Waiting Room.** Participants will gather in the waiting room 10-15 minutes before the group is scheduled to start and will review the housekeeping items.
3. **Welcome:**
  - a. **Welcome**—the moderator will welcome the participants and explain the purpose of the focus group session.
  - b. **Ground rules**—the moderator will provide guidance to ensure that participants are able to respond with minimal distractions.
4. **Discussion:** In the focus group, participants will discuss the following topics:
  - a. Current medication use
  - b. Changes to medication use during pregnancy
  - c. Sources of information about medication use during preconception/pregnancy
  - d. Reactions to message about medication use
5. **Closing**

#### Housekeeping Items (Waiting Room)

Before the group begins, we want to share a few housekeeping items:

1. **TECHNICAL PROBLEMS.** If you experience technical problems, please call 1-888-525-5026 (select option 2) for technical support.
2. **TRANSCRIPT.** After the focus group, we'll print a transcript of our discussion that will help us summarize the key points that you raise. It will not include anyone's full name or identifying information.
3. **CONFIDENTIALITY / PRIVACY.** Anything you say in today's discussion will remain secure. Your names, addresses, and phone numbers will not be given to anyone. We will conduct

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follow-up interviews with some participants. Within a week, you may be contacted about participating in a follow-up interview.

### Welcome (2 min)

Thanks joining us today. I'm \_\_\_\_\_, and I'm from RTI International. We're a non-profit research organization based in North Carolina. We are working with the Centers for Disease Control and Prevention (CDC) and March of Dimes to conduct virtual focus groups about medication use during pregnancy.

We brought you here today because you all have something really exciting in common--you've all had a pregnancy in the past year.

Another thing that you all have in common is that you were prescribed medication to treat a short-term condition during your prior pregnancy. We're very interested in your experiences of making decisions around medication use during pregnancy.

The session will last about 90 minutes.

First, I want to share a few ground rules for today's discussion:

1. **YOUR OPINION.** There are no right or wrong answers in today's discussion. We want to know your honest opinions and experiences, even if they differ from other people's experiences.
2. **ANSWER ALL QUESTIONS.** After we ask a general question, we will frequently ask several follow-up questions. Please answer both the questions and follow-up questions.
3. **BUILDING ON OTHERS' COMMENTS.** When building on another person's comments—for example, when agreeing with them—be sure to reference the name of person who made the original comment. (For example: "@ Ellen - I completely agree!")
4. **MINIMIZE DISTRACTIONS.** Please make sure that you are in a place where you can participate without any distractions. Please turn off your beepers, cell phones, pagers, televisions, radios, and anything else that may make it difficult to concentrate.
5. **RESTROOMS.** Feel free to use the restroom during our discussion if needed. You don't need to tell us you will be away from your computer; please just return to the discussion as quickly as possible.
6. **QUESTIONS.** Does anyone have any questions before we begin?

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### Questions

#### **Warm-up Question**

Congratulations on your recent baby! Let's start by typing in your first name and something about your baby.

### Probes or Follow-Ups

- Did you have a boy or a girl? How old is he/she now? Anyone with twins?

### Introductory Questions

Like I mentioned before, you all have experience being prescribed medication during pregnancy. We are interested in your experiences and how you made decisions about medication use during pregnancy.

1. What types of medications were you prescribed during your pregnancy? And if you don't mind sharing, what condition was the medication treating?
2. Had you ever been prescribed this medication before?
3. What do you think are the benefits you got from taking the medication?
  - Were there benefits specifically related to pregnancy?
4. What were the downsides, if any, to taking your medication, in general?
  - Were there downsides specifically related to pregnancy? Probe: Downsides for mom? Downsides for baby?
5. At what point were you prescribed this medication, was it before you were pregnant or did you begin medication after you were already pregnant? In what trimester?
6. What was your thinking process when the doctor prescribed you the medication? For example, were you glad the doctor prescribed something to alleviate your symptoms? Did you have concerns about taking the medication?
7. What factors did you consider when you made the decision to fill your prescription?
  - Did you look for information about the safety of the medication during pregnancy? If so, who did you ask or where did you look for that information?
  - What information were you able to get about the medication's safety? Is there other information you wanted but didn't receive or couldn't find?

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8. What types of questions, if any, did you ask your doctor about the medication?
  - If the risk of a medication was unknown, how did you make decisions about taking or not taking it?
9. Do you think your doctor had enough knowledge about your medication and pregnancy to address your questions?
  - If you lacked information on the risk of a medication, what did you do? How did you make a decision about what to do?
  - If you were seeing more than one doctor, how did these providers share information about your medication use?
  - Did your healthcare providers tell you different information? If you received conflicting information, how did you make a decision about your medication? What types of doctors gave you the conflicting information?
10. Could you share any other information you have received from your doctors about medication use during pregnancy?
11. If you had a question regarding your medication use during pregnancy, which of your doctors did you contact? For example, OB/GYN or midwife, family doctor, pharmacist, specialist?
  - Family/friends, health websites, online health communities, phone apps, TV, and text messaging?
  - Whose specific opinion regarding medication use during pregnancy mattered most to you?
12. Besides your doctor(s), where else did you look for guidance about medication use during pregnancy?
  - How did you decide which sources were more likely to be trustworthy or were giving you more accurate information than others?
  - How did you handle conflicting information?
  - Did you share information with other women or family members? If yes, how?
13. How did you decide what information you can trust?

**Messaging Testing**

For the next set of questions, we are going to ask your opinion on some messages that you might read on a pregnancy webpage or materials available to you at your doctor’s office about medication use during pregnancy.

Message 1a

Talk with your doctor if you are pregnant and you have taken any medicine or are thinking of taking any medicine. This includes prescription and over-the-counter medications, as well as dietary or herbal products.

1. What are your initial reactions to this message?
  - What is the main point of this message?
  - Is there anything that is confusing or difficult to understand? If so, what?
    - a. What does “talk with your doctor” mean to you in this context?
    - b. What do “over-the-counter medications” mean to you in this context?
  - Is there information missing from this message that you think should be included?
2. How relevant is this message to you?
  - a. Thinking back to when you were pregnant, how helpful would a message like this have been to you?
  - b. How, if at all, would it have influenced your decision making?

**Message 1b.**

The following message is an addition to the previous message (Message 1a).

Since no medicine is 100 percent safe for all women, it’s a good idea to check with your doctor. The conversation with the doctor will help you weigh the risks and benefits of any medication used during pregnancy.

3. What are your initial reactions to this additional information?
  - a. Does this additional information change your reaction to the first part of the message? If so, how?
  - b. Is there anything that is confusing or difficult to understand? If so, what?
    - a. What does “100 percent safe” mean to you in this context?
    - b. Who do you think the statement “100 percent safe” refers to – the mother or the fetus?
    - c. What does “weigh the risks and benefits” mean to you in this context?

**Message 2a.**

Pregnant women should not stop or start taking any type of medication that they need without first talking with a doctor.

4. What are your initial reactions to this message?
  - What is the main point of this message?
  - Is there anything that is confusing or difficult to understand? If so, what?
    - a. What does “medication that they need” mean to you in this context?
    - b. What does “first talking with your doctor” mean to you in this context?
    - c. What do you expect your doctor to do?
  - Is there information missing from this message that you think should be included?
5. How relevant is this message to you?
  - a. Thinking back to when you were pregnant, how helpful would a message like this have been to you?
  - b. How, if at all, would it have influenced your decision making?

**Message 2b.**

The following message is an addition to the previous message (Message 2a).

This is particularly important early in your pregnancy. Pregnant women should avoid taking anything during your first trimester when your developing baby is most vulnerable.

6. What are your initial reactions to this additional information?
  - a. How does this additional information change your reaction to the first part of the message?
  - b. Is there anything that is confusing or difficult to understand? If so, what?
    - a. What does “avoid taking anything during your first trimester” mean to you in this context?
    - b. What does “when your baby is most vulnerable” mean to you in this context?

**Message 3a.**

If you are planning a pregnancy and are using any medications, please talk to your doctor about which medications are necessary and should be continued.

7. What are your initial reactions to this message?
  - What is the main point of this message?
  - Is there anything that is confusing or difficult to understand? If so, what?
    - a. What does “planning a pregnancy” mean to you in this context?
    - b. What does “which medications are necessary” mean to you in this context?
  - Is there information missing from this message that you think should be included?
8. How relevant is this message to you?
  - a. Thinking back to when you were pregnant, how helpful would a message like this have been to you?
  - b. How, if at all, would it have influenced your decision making?

**Message 3b.**

The following message is an addition to the previous message (Message 3a).

If you are planning to have a baby and are using any medications, please talk to your doctor about which medications are necessary and should be continued. Unnecessary medications early in your pregnancy can hurt your baby.

9. What are your initial reactions to this additional information?
  - a. How does this additional information change your reaction to the first part of the message?
  - b. Is there anything that is confusing or difficult to understand? If so, what?
    - a. What does “unnecessary medications” mean to you in this context?
    - b. What does “early in your pregnancy” mean to you in this context?

**Closing Question**

10. Is there anything else you would like to share about how information given to women about medication use during pregnancy could be improved?

**Closing (1 min)**

Thank you again for participating in today’s group. Your experiences and input were extremely valuable in helping us to understand how women make decisions about medication use during pregnancy.

I’d like to remind you of two phone numbers you can call if you have any questions about the study. If

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As a token of appreciation for your interest, you will receive a check in the amount of \$50 . You should receive it within 5-7 business days. If you do not receive the check, please contact Molly Lynch at 1-800-334-8571 (extension 22709).