

Attachment A
Focus Group Protocol

**SAMHSA Public Service Announcements (PSAs) Scott County, Indiana
Public Education Campaign**

Concept Testing - Center for Substance Abuse Prevention (CSAP) Focus Group Protocol

Description

TARGET AUDIENCE: Individuals and families dealing with IV drug use

I. GOAL

Pretest three Public Service Announcements (PSA) concepts developed to provide substance use prevention messages and education on substance abuse treatment options in Scott County, Indiana.

II. OBJECTIVES

- Explore the opinions, suggestions and concerns of the target populations (TAs) about three proposed PSA concepts.
- Obtain participant reactions to the specific proposals, and gauge ideas to make the concepts more relevant, identifiable, understandable, memorable, and appealing.
- Select one concept based on TA feedback, and further develop and pretest them to increase identification, relevance, and effectiveness of the message.

III. METHODOLOGY

- Thirty-two screened and recruited individuals, divided into 4 groups of 8 participants each, will participate in 90-minute Focus Group sessions.
- Participants who are living in Scott County, Indiana and are dealing with IV drug use as well as family members, will assist in the assessment of three proposed PSA concepts to later be developed and aired on television and radio.
- All four FGDs will take place in Scott County at Community Based Organizations trusted by the potential participants.
- Scott County Partnership will help with the participants' screening and recruitment processes as well as provide facilities to conduct the sessions. (Contingent on approval.)
- FGDs will be conducted based on potential participants' availability.
- The participants' recruitment will be based on the results of a recruitment and screening

questionnaire (see Attachment B) that will be administered by the partner organizations.

- The FGD sessions will be facilitated by a moderator.
- At the beginning of each session, participants will complete a release/consent form of use of the information provided (see Attachment C).
- An approved FGD guide (see Attachment D) will be used to facilitate all groups.
- After concluding the FGD session, participants will receive a gift card for the value of \$25.
- Each group will last 90 minutes, and all sessions will be digitally recorded using two recorders, in order to reconstruct conversations and capture all ideas.
- At each site, a note taker will record salient points throughout the session.
- Recordings and notes will be listened to and reviewed after each session to create “extended notes.”
- After each session, a top-line report will be drafted and sent to SAMHSA for review.
- Documents with extended notes will be produced to facilitate the coding process.
- Information obtained during the FGDs will be coded and analyzed.
- A FGD findings report will be developed and submitted.

IV. TIMETABLE

TASK	ACTIVITY	DATE
Design FGDs Plan	<ul style="list-style-type: none"> • Synergy develops first draft of the focus group plan, including protocol and data collection instruments 	Jan 2016
Conduct FGDs	<ul style="list-style-type: none"> • Synergy and SAMHSA develop necessary materials to inform partner groups • Partner organizations <u>screen</u> potential participants • Partners organizations <u>recruit</u> focus group participants • Synergy conducts focus groups: • Synergy produces top-line reports 	Jan 2016 Feb 15, 2016 Feb 17, 2016 Week of February 23

TASK	ACTIVITY	DATE
FGDs Analysis	<ul style="list-style-type: none"> • Synergy creates extended notes documents • Synergy codes information • Synergy conducts analysis of focus group results 	Week of March 2, 2016
FGDs Reports	<ul style="list-style-type: none"> • Synergy will coordinate with SAMHSA on the inclusion of focus group results in the Impact Evaluation Report 	Week of March 14, 2016