

Amazing Me: Parent Focus Group Moderator's Guide

PURPOSE: Assess parent's experience receiving and reading *Amazing Me It's Busy Being 3*, and its influence.

I. Introduction (5 minutes)

a. Ground Rules

- Please speak one at a time.
- We are recording this session to be sure we can accurately remember what everyone says. Only people working on the project will have access to the recordings.
 - Since we are recording, please speak in a voice as loud as mine and avoid side conversations
- I'd like to introduce my colleague _____ who will be taking notes today **OR** I want to let you know that I have some colleagues behind the two way mirror who will be taking notes and observing. We need to hear from everyone today, but you don't have to answer every question.
- There may be times in the discussion where you feel differently from other people, and we want to hear about that. There are no wrong answers.
- Please turn off your cell phones or turn to silent.
- Please only one person up and out of the room at one time.
- I have a lot of questions to cover and therefore may need to interrupt you to keep conversation moving.
- This session is secure; your names will not be associated with anything you say.

b. Icebreaker

Let's start by getting to know each other a bit. Please go around the table and tell me:

- Your first name
- The first names and ages of your children

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- Your 3-year-old's favorite book
- [MODERATOR WILL INTRODUCE SELF AT END]

As you just learned from our introductions, everyone here has a child who is age 3 or recently turned 4. That is why we have you all here today. This research is being sponsored by our colleagues at the Centers for Disease Control and Prevention (CDC) who are interested in learning about your experience with the *Amazing Me* book. I was not involved in writing or developing the book, so please feel free to share your honest opinions with me. The information you share with me today will be used to help CDC learn how to best reach parents like you with information about their children's development.

II. Reading to Children (5 minutes)

Let's start by talking about reading to your kids and story time.

1. Reading and story time looks different in every family and in every home. What does story time look like in your family?
PROBE: Who typically reads to your children (e.g., you, partner, older sibling)? When do you usually have story time (e.g., bedtime, naptime)? How often? Do your children usually get read to using hard copy books or e-readers/ tablets? What are some of the things that make it hard to read to your children?
2. Where do you usually get your children's books from?
PROBE: Library? Store? Hand-me-downs from friends and family? Gifts? Other places?

III. Process of Reading *Amazing Me* and Opinions (15 minutes)

Now we're going to talk about a book that you received at your child's doctor's office [SHOW/ HAND OUT AMAZING ME BOOK, GIVE PARENTS A FEW MINUTES TO REVIEW].

3. Do you remember receiving this book at your child's doctor's office?
PROBE: Does this book look familiar to you?
4. How soon after you got the book did you read it?
PROBE: How many times have you read it?
IF ONLY READ BOOK ONCE: Would you consider reading the book again? Why/ Why not?
5. What do you think is the main idea of this book?
PROBE: What is the main message? When I say developmental milestones, what comes to mind? [BRAINSTORM]

[NOTE TO MODERATOR: FOCUS ON SUGGESTIONS FOR IMPROVING THE BOOK]

6. In general, what did you think of the book?

PROBE: What did you think of the story? Of the illustrations? Of the information for parents inside the book?

7. Did you read the "Milestone Moments" at the bottom of the pages of the story? [SHOW OF HANDS]

PROBE: Did you read it to yourself? To your child(ren)?

IF NO: Why? Tell me more about that.

8. Did you read the parent section in the back of the *Amazing Me* book? [SHOW OF HANDS]

IF YES: Did you read it to yourself? To your child(ren)? How many times did you read it?

IF NO: What are some reasons you didn't read the information in the back of the book? Tell me more about that.

9. What did your 3-year old think of the book?

PROBE: Did they like it? Ask to read it again? Not interested in it?

10. What do you think the *Amazing Me* book is trying to teach you?

PROBE: Do you think it is trying to get you to do something? What?

IV. Impact of *Amazing Me* on Knowledge, Attitudes, and Beliefs about Developmental Milestones (20 minutes)

Now I want to talk a bit about children's health and development.

11. After reading *Amazing Me*, do you feel more confident in your ability to look for milestones to find out if your child is developing well for his/her age? Same level of confidence?

PROBE: Tell me about that.

IF NO: Why?

PROBE: What could help you feel more confident in your ability to look for milestones to determine if your child is developing well for his/her age?

12. Have you used the checklist of milestones in the back of the book to see how well your child is developing (p27-29)?

IF YES: Please tell me about that.

IF NO: Why?

PROBE: Is there anything that would make you more likely to use that checklist?
What?

13. Have you tried any of the parenting tips at the back of the book (p29-30)?

IF YES: Please tell me about that.

IF NO: Why?

PROBE: Is there anything that would make you more likely to use those tips?
What?

14. Did the book change how you think about your child's development in any way?

IF YES: How?

IF NO: Why?

15. Do you think it is important to look for milestones to find out if your child is developing well for his/her age? [NOTE TO MODERATOR: STEER TOWARD ACTIVITIES OUTSIDE OF

THE BOOK]

IF YES: Tell me about that.

IF NO: Why not?

PROBE: Is there anything that could make you feel differently about that?

16. After reading *Amazing Me*, do you feel that you know more about what to do if you ever have a concern about how your child is growing and developing?

PROBE: What are some things you learned? Tell me some of the things you would do if you were concerned.

IF NO: Why?

PROBE: What could help you know more about what to do if you are concerned about how your child is growing and developing?

17. Since reading *Amazing Me*, have you looked elsewhere for more information about children's development or milestones?

PROBE: Tell me where you've looked for additional information (e.g., websites)? Who have you talked to?

IF NO: Why?

18. Do you think it's important to talk with your child's doctor about your child's milestones regularly? Does the information in the book help you to talk with your doctor about that?

IF YES: Tell me about that.

IF NO: Why not?

PROBE: What might help you talk with your doctor? What might make you feel that it is important to talk to your doctor?

V. Experience Receiving the Book from Pediatrician's Office (5 mins)

19. What did you think about receiving a children's book at your child's doctor's office?

PROBE: What did you like about getting a book in this setting? What did you not like about getting a book in this setting? How did it make you feel? Why?

20. Other than *Amazing Me*, have you ever been given a children's book at your child's doctor's office before?

IF YES: How often?

VI. Conclusion (5 minutes)

Those are all of the questions I have for you today. Is there anything else you'd like to add or any other feedback you have about the book?

21. To wrap up, I'd like to do one final exercise. [HAND OUT BLANK POSTCARDS]. Please take this postcard and write a short letter (2-3 sentences) to your child's doctor office making an argument for why they should or should not continue distributing *Amazing Me* to families like yours. When you are done, please leave your completed postcard on the table.

THANK YOU!!