

Focus Groups to Investigate Drug Safety Communications

Respondent Screener

Recruiting Goals

- 24 focus groups to take place in four cities (Philadelphia, PA; Fresno, CA; Asheville, NC; and Appleton, WI), 6 in each city
- Up to 10 participants in each focus group
- At least 15% of respondents in Philadelphia, PA, Fresno, CA, and Asheville, NC should come from the following zip codes:

Philadelphia, PA		Fresno, CA	Asheville, NC
18974	19147	93210	28801
19320	19150	93234	28803
19358	19151	93608	28806
19013	19153	93609	28709
19061	19701	93616	
19401	19702	93619	
19462	19703	93622	
19464	19720	93630	
19102	19730	93631	
19103	19801	93640	
19104	19802	93648	
19106	19804	93657	
19107	19805	93662	
19108	19806	93668	
19118	19807	93701	
19119	19808	93702	
19121	19809	93703	
19122	21903	93706	
19123	21911	93721	
19125	08015	93723	
19129	08064	93725	
19130	08068	93726	
19131	08511	93727	
19132	08562	93737	
19133	08101	93744	
19134	08102	93775	
19138	08103	93844	
19139	08104		
19140	08105		
19141	08109		
19142	08110		
19143	07093		
19144	08014		
19145	08094		
19146	08079		

Facility Recruitment Instructions

- The 6 focus groups in each city should be divided as follows:
 - 3 moderate health literacy groups
 - 3 low health literacy groups
- At least 15% of participants in Philadelphia, Fresno, and Asheville should come from zip codes with medically underserved areas (as defined by HRSA)
- Adults 18+, mix of education and race/ethnicity

- An attempt should be made to recruit an approximately equal number of males and females
- Participants must have taken at least 2 over-the-counter and/or prescription drugs in the past 6 months
- Participants must report having at least one chronic condition.
- Participants must use the internet at least 2 hours a month
- Participants must speak, read, and understand English, but they do not need to be native English speakers
- Participants must not work for a pharmaceutical company, an advertising agency, a market research company, a communications/PR firm
- Participants must not work as a healthcare professional, professional scientist, or researcher
- Exclude anyone who has participated in a focus group or cognitive interview in the last three months

Script

Hello Mr./Ms. _____, my name is _____ and I'm calling about a research study in your area. We are recruiting for an upcoming focus group in which participants will be asked to share their thoughts and feelings about prescription drug information. Could I ask you a few questions? It will take approximately 5 minutes.

Screening Questions

- 1) How old were you on your last birthday
 - a. Record years _____
- 2) Can you speak, read and understand English?
 - a. Yes (**Continue**)
 - b. No (**Terminate**)
- 3) Are you, anyone from your immediate family, or anyone in your household trained or employed as a health care professional?
 - a. Yes (**Terminate**)
 - b. No (**Continue**)
- 4) Do you, anyone from your immediate family, or anyone in your household work for a pharmaceutical company?
 - a. Yes (**Terminate**)
 - b. No (**Continue**)

- 5) Do you, anyone from your immediate family, or anyone in your household work for an advertising agency, a market research company or a communications/public relations firm?
- Yes (**Terminate**)
 - No (**Continue**)
- 6) Are you a professional scientist or researcher?
- Yes (**Terminate**)
 - No (**Continue**)
- 7) Have you participated in focus groups or a personal interview for research in the last 3 months?
- Yes (**Terminate**)
 - No (**Continue**)
- 8) How many medications have you taken in the past 6 months? Please include all over-the-counter and prescription medications, but do **not** include vitamins and other nutrition supplements?
- Less than 2 (**Terminate**)
 - 2 – 3 (**Continue**)
 - 4 – 5 (**Continue**)
 - More than 5 (**Continue**)
- 9) Do you suffer from a chronic condition, such as diabetes, high cholesterol, asthma, high blood pressure, a mental illness, heart disease, rheumatoid arthritis, or any similar condition?
- Yes (**Continue**)
 - No (**Terminate**)
- 10) Which of the following best describes your health insurance coverage?
- My health insurance is all or partially paid for by an employer or union
 - I pay for health insurance completely out of pocket
 - I have health insurance through an Affordable Care Act Health Exchange
 - I receive Medicaid
 - I receive Medicare
 - I have no health insurance
 - None of these
- 11) How many hours do you use the internet each month, including at home, at work, or anyplace else?
- Less than 2 (**Terminate**)
 - 2 or more (**Continue**)
- 12) Do you use any of the following medications?
FDA-approved testosterone products
- Yes

- b. No
- Fentanyl pain patch
- a. Yes
 - b. No
- Sodium phosphate products to treat constipation (e.g. “Fleet” enema)
- a. Yes
 - b. No

Demographics

13) Gender

- a. Male
- b. Female

14) What is the highest level of school you have completed or the highest degree you have received?

- a. Some high school or less
- b. High school graduate—high school diploma or the equivalent (for example: GED)
- c. Some college but no degree
- d. Associate degree in college
- e. Bachelor’s degree (for example: BA, AB, BS)
- f. Advanced or graduate degree (for example: Master’s degree, MD, DDS, JD, PhD, EdD)

15) Are you Hispanic or Latino?

- a. Yes
- b. No

16) What is your race? You may select one or more races.

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Native Hawaiian or other Pacific Islander
- e. White
- f. Some Other Race

Health Literacy

17) How often do you have someone help you read hospital materials?’’

- a. All of the time (1)
- b. Most of the time (2)
- c. Some of the time (3)
- d. A little of the time (4)

- e. None of the time (5)
- 18) “How confident are you filling out medical forms by yourself?”
- a. Extremely (5)
 - b. Quite a bit (4)
 - c. Somewhat (3)
 - d. A little bit (2)
 - e. Not at all (1)
- 19) “How often do you have problems learning about your medical condition because of difficulty understanding written information?”
- a. All of the time (1)
 - b. Most of the time (2)
 - c. Some of the time (3)
 - d. A little of the time (4)
 - e. None of the time (5)

Sum score in parentheses to yield a composite score (3-15)

Health Literacy Score

- 3-8 Low (**Assign to low health literacy group, unless full, then terminate**)
- 9-14 Moderate (**Assign to moderate health literacy group, unless full, then terminate**)
- 15 High (**Terminate**)

Instructions: If focus groups corresponding to the respondent’s literacy score are full (has 13 individuals in it), terminate. Otherwise, continue.

Recruitment script

Thank you! We would like to invite you to participate in a research group discussion about prescription drug communications and drug safety. The study involves one individual session. The discussion will last approximately two hours and will be audio- and video-taped. The study will take place on [dates] at our [city] facility. Your participation and everything you say during the discussion will remain confidential. You will receive a payment of \$75 to thank you for your time and opinions.

Scheduling

- 1) Would you like to participate in this study?
 - a. Yes (**Continue**)
 - b. No (**Terminate**)

I’m glad that you will be able to join us! The group will take place at [site location] on [Day], [Date], at [time]; [Day], [Date], at [time]; etc. [list all dates].

2) What time would you like to come?

Confirmation Letter

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Date of focus group: _____ Time: _____

We are only inviting a small number of people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you use **reading glasses**, please bring them with you to the focus group.