

Attachment E—Telephone Focus Group Interview Guide: Policy and Advocacy Audience

NCSRC Telephone Focus Group Moderator Guide – Policy/Advocacy Materials

Hello and welcome. Thank you for agreeing to participate in this discussion group today. We appreciate your taking time out of your busy schedule for this. My name is [**Moderator Name**] and I am from Battelle. Battelle is a research organization and we are conducting this focus group on behalf of the Centers for Disease Control and Prevention's (CDC) Division of Cancer Prevention and Control (DCPC).

With me today are [**introductions of other Battelle team members.**]

As we explained when we first contacted you, CDC is currently seeking input and feedback on various cancer survivorship resources that are available from the National Cancer Survivorship Resource Center (NCSRC). You were invited to participate in today's discussion because you represent grantees that are funded by DCPC for cancer control work that might include survivorship activities and we value your opinion. CDC hopes to use the information we learn today to improve and develop resources to meet the needs of cancer survivors. In today's discussion we want to cover the following things:

- 1) What are your overall impressions of the NCSRC resources that you have used or received prior to this discussion?
- 2) How resources can be improved?
- 3) What new resources are needed to meet your cancer survivorship needs?

Before we get started, I'd like to provide a few guidelines to make our time as productive as possible. I realize that some of you may have participated in focus groups before, while for others this may be your first time. The discussion will take approximately 90 minutes and will consist of some questions that are intended to encourage a discussion. There are no right and wrong answers and we would like to allow time for each one of you to provide your impressions and opinions since everyone has something unique to contribute. We would like you to be as open and honest about what you think and feel. When it comes to developing materials there is no single way to do it, so please feel free to agree, disagree or add to someone else's comments.

I'd like to remind you that your participation is completely voluntary and you may discontinue participation at any time, either by leaving the call or not answering a question. We will also be audio recording this session, and the recording and transcript will be delivered to CDC for analysis purposes. Your answers will be maintained in a secure manner, and you will not be identified by name or description in any reports.

Does anyone object to participating? Does anyone object to being recorded?

We will start the recording now. [Start recording]

CDC estimates the average public reporting burden for this collection of information as **90** minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0879).

INTRODUCTIONS (Approximately 5 minutes)

Some of you may already know one another from your NCCCP-related activities, but I'd like to start by having each of you briefly introduce yourself. Can you please tell the group what your current role is in your comprehensive cancer control program?

CURRENT AND EMERGING SURVIVORSHIP NEEDS

The first set of questions will be about your needs in the area of cancer survivorship. For the purposes of our discussion, a person is considered to be a cancer survivor from the time of diagnosis, throughout his or her life.

1. What types of information do advocates need to educate policy makers on cancer survivorship issues?
2. What types of information do policy makers and other decision makers need to address the needs of cancer survivors?
3. What are the types of resources or materials that you have used to communicate with policy makers and other decision makers about survivorship issues? (Probes: Where did these resources or materials come from?)

We will now move on to some questions about the NCSRC and its resources.

AWARENESS OF NCSRC

4. How did you first learn about the NCSRC and the resources and materials that it has produced?
5. When the NCSRC produces new resources or materials, how do you find out about them?
6. What are the best ways that the NCSRC could distribute its resources to improve usage?

Now we are going to ask you some questions that are specific to the NCSRC resources that you may have used or that you reviewed prior to today's discussion.

FEEDBACK ON CURRENT RESOURCES

7. How have these NCSRC materials helped you and your partners address your survivorship goals and objectives?
8. How appropriate are these materials for your needs?
9. How well designed do you think these materials are?
10. Have the NCSRC resources filled any gaps in your survivorship work?

If time permits:

11. We are interested if any of the NCSRC materials that you've used have been modified or adapted to better fit the needs of particular communities or audiences. For example, the NCSRC materials could be used to create entirely new resources, or simply modified by changing some of the content, pictures, etc.? Have you or your partners modified or adapted any of the NCSRC materials in similar ways to better meet your needs?

Now we would like to ask some questions about how existing resources can be improved and what new resources you would like to see.

NEW RESOURCES

12. How could the NCSRC materials be improved to educate policy makers on cancer survivorship issues?
13. What additional or new resources for policy makers and/or other decision makers would you like to see? Why?

CLOSING

14. Have we missed anything that you think is important to discuss regarding the NCSRC or your survivorship work?
15. Are there any last comments?

Thank you very much for your time today! This information will be very helpful in improving NCSRC resources to best meet the needs of cancer survivors.