

Attachment H
Pediatrician Moderator Guide

Public Reporting burden of this collection of information is estimated at 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data 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 this burden to CDC/ATSDR Reports Clearance Officer, 1600 Clifton Road NW, MS D-74, Atlanta, GA 30333; Attn: PRA (0920-0572).

Q2 Online Focus Group
Moderator's Guide Draft
CDC "Parents are the Key"
PEDIATRICIANS
60-MINUTE GROUP

OVERALL GUIDE DEVELOPMENT STRATEGY:

- Like traditional groups, online sessions begin with a Welcome/Directions (Q1 below) and then one or two warm-up closed-ends (or perhaps one open-end) such as important qualifying criteria.
- The remaining questions and media will include a mix of question types to ensure an engaged session.
- Sessions run 60-minutes. For timing purposes, these estimates are approximate but should be used as a guideline: Closed-end questions - 1 min; Open-end questions - 3 min; Grid questions - 1-3 min; Discussion Room - 5-30 min.
- Distinction between types of questions:
 - o **Media:** Static informational text or image, not a question.
 - o **Open-end, Closed-end, and Grid question:** Responses are seen only by the moderator/client - not other participants - and tend to yield somewhat longer responses than the chat sessions.

- o **The Discussion Room chat questions:** Are more akin to a typical focus group conversation, with the responses viewed by all participants, thus allowing for participant learning and commenting.

[MEDIA] Welcome

Welcome to this group session. Today's session is being sponsored by the Centers for Disease Control and Prevention and is focused on a communications campaign about safe teen driving. The campaign highlights the message that motor vehicle crashes are the leading cause of death among teens, but there are proven steps that parents can take to help keep teens safer on the road.

First, a few words about what will happen during this session. You are currently connected online to me (the Moderator) and numerous other participants. Over the next 60 minutes, we ask that you respond to the questions you see appear on the right-side of your browser window. Please answer these questions openly and honestly. Your answers to these questions are anonymous and will not be seen by other participants.

Occasionally, you may find yourself waiting briefly as others finish their answer. Please be patient for the next question should you finish answering before others - the next question will always appear shortly.

At any time during the session, the Moderator may begin an instant messaging chat discussion. You should respond to the Moderator's questions as the discussion proceeds. Note that for these chats, you will also be able to see other participants' comments and respond to them. Please be courteous and polite.

You may also get a private pop-up chat window at any point during the session. In this chat, I will ask a few follow-up questions about some of your prior comments. Only you and I will be part of this chat - not the rest of the group. When I close the private chat window, please return to the questions on your screen and catch up with the rest of the group.

All information disclosed during the focus group meeting will be kept secure to the extent permitted by law and none of the information discussed during the open chats will be shared with any other individual or organization outside of the purpose of this focus group.

We greatly appreciate your participation and you will receive a \$75 gift for participation for taking the time to contribute your opinions tonight. However, you must answer all of the questions throughout the session until the Moderator finishes the session, or you will not receive your gift for participation.

BACKGROUND INFO

1. [CLOSED] When thinking about discussing specific issues with your teen patients, which of the following topics do you consider most important?
 - a. Teen driving
 - b. Drugs and alcohol
 - c. Safe sex/STDs
 - d. Immunizations

- e. Emotional health/peer pressure
 - f. Bullying
 - g. Eating disorders/body image
 - h. Diet and nutrition
 - i. Physical activity/exercise
 - j. Other (please specify)
 - k. None of the above
2. [OPEN] On average, how much of your office visits are spent talking to teen patients and their families about prevention of health problems versus discussing or treating existing illnesses or health problems?
- a. Discuss prevention and treatment equally
 - b. Discuss prevention more than treatment
 - c. Discuss treatment more than prevention
3. [CLOSED] When compared to other health risks, how dangerous do you feel driving is for teens?
- Very dangerous
 - Somewhat dangerous
 - Not very dangerous
 - Not at all dangerous

Now we'd like to focus our conversation around teen driving safety.

4. [CLOSED] How likely are you to discuss the topic of driving with your teen patients?
- a. Very likely
 - b. Somewhat likely
 - c. Not very likely
 - d. Not at all likely
5. [DISCUSSION ROOM] Do you feel teen driving safety is an appropriate topic for pediatricians to discuss with teen patients and their parents? Why or why not?
- What information do you, or would you, communicate to teen patients about driving safety (tips, recommendations, risk factors, etc.)? How about to their parents?
6. [CLOSED] How informed do you feel about teen driving safety and crash prevention?
- a. Very informed
 - b. Somewhat informed
 - c. Not very informed
 - d. Not at all informed
7. [CLOSED] Which of the following resources/materials about teen driving safety, if any, have you ever used in your practice?

- a. Parent-Teen Driving Agreement/Contract
 - b. Posters
 - c. Printable Flyers/Brochures
 - d. Infographics
 - e. Statistics/Fact Sheets
 - f. Talking Points
 - g. Newsletter articles
 - h. Online quizzes
 - i. Videos
 - j. Websites
 - k. Other (please specify: _____)
 - l. None of the above
8. [CLOSED] Do you encourage other staff members, such as nurses and physician assistants, to talk about teen driving safety with patients or their parents/caregivers?
- a. Yes
 - b. No

CAMPAIGN INTRO

For the remainder of our discussion, we are going to focus on evaluating materials that could potentially be used for an upcoming campaign on safe teen driving.

FACT SHEET [TEST PEDIATRICIAN'S EXISTING FACT SHEET]

http://www.cdc.gov/ParentsAreTheKey/pdf/aap/Pediatrician_Tip_Sheet_CDC_AAP.pdf

9. [MEDIA] Now we are going to show you an example of a fact sheet for pediatricians about safe teen driving. Please read the fact sheet and then answer the questions that follow.
10. [OPEN] What are your first impressions of this fact sheet? What about it stands out to you? Please take 2-3 sentences to provide your answer in the box below.
11. [GRID] Please rate the content on the listed attributes using the following scale ...
- 4 -Very
 - 3 - Somewhat
 - 2 - Not very
 - 1 - Not at all
- a. Credible
 - b. Relevant
 - c. Informative
 - d. Easy to Understand

- e. Motivating
- f. New and different
- g. Easy to use

12. [DISCUSSION ROOM] What is the main idea that this fact sheet is trying to communicate?

- What do you like about this fact sheet? What do you dislike?
- How relevant is the content to you? Why do you say that?
- Would this fact sheet make you want to share teen driving information with your teen patients and their parents? Why or why not?
- What content changes, if any, would you make to the fact sheet to make it more informative? More useful? Is there anything missing? If, so what?
- Do you find this fact sheet eye-catching? What would you change, if anything, to make it more attractive or appealing?
- What would be the most helpful way for you to receive this information? Electronically? Paper copy?

13. [CLOSED] Which of the following actions, if any, would you take after seeing this fact sheet? **(Select all that apply.)**

- a. Discuss teen driving risks with teen patients and their parents/caregivers
- b. Discuss driving safety with teen patients and their parents/caregivers
- c. Recommend to other physicians that they read this information and learn more about teen driving
- d. Encourage other physicians to discuss driving, its risks, and how to stay safe with teen patients and their parents/caregivers
- e. Request materials to give to patients in your office
- f. Hang up posters in your office
- g. Recommend that parents watch online videos about protecting their teen drivers
- h. Recommend that families with teen drivers complete parent-teen driving agreements/contracts
- i. Add content (such as text, pdf materials or videos) about safe teen driving to your practice's website
- j. Share links to safe driving information on your practice's website
- k. None of the above

14. [DISCUSSION ROOM] Which of the previously mentioned activities are you most likely to do? Why do you say that? Would you take actions that aren't included on this list?

- Does this fact sheet give you enough information to start talking to your teen patients and their parents? If not, what do you feel is missing?

15. [DISCUSSION ROOM] What resources would you find most helpful when communicating this information to your teen patients and their families?

- a. [PROBE] copies of the Parent-Teen Safe Driver Agreement to share with patients; general teen driving safety materials to share with patients and their parents; web content (such as text, pdf documents and/or videos) that can be easily added to your practice's website

The materials you saw today were generated by the Centers for Disease Control and Prevention (CDC) for the Parents Are the Key to Safe Teen Driving campaign.

16. [CLOSED] Which of the following materials would you like to see included in an online toolkit for pediatricians, created by the Centers for Disease Control and Prevention?

- a. Parent-Teen Driving Agreement/Contract
- b. Posters
- c. Flyers/Brochures
- d. Infographics
- e. Statistics
- f. Fact Sheets
- g. Sample scripts to help talk to patients
- h. Talking Points
- i. Newsletter articles
- j. Online quizzes to give to parents
- k. Videos to play in your office
- l. Videos to include on your practice's website
- m. Web content (such as text and pdf documents) that can be easily incorporated on your practice's website
- n. Other (please specify: _____)
- o. None of the above

17. [DISCUSSION ROOM] Would you rather have hard copy, printed materials to hand out, or digital/online resources? Why do you say that?

- Would you print copies yourself or would you rather receive pre-printed copies to distribute? Why do you say that?
- Would you be willing to email patients with this information? Why or why not?
- If there was an app to help parents keep their teen drivers safe, would you recommend it to the parents/caregivers of your teen patients? Why or why not?
- Do you, or would you/your practice share information and tips about teen driver safety with patients via social media (i.e., Facebook, Twitter, Pinterest)? Why or why not?

18. [CLOSED] How likely are you to recommend that your teen patients and their parents fill out a parent-teen driving agreement/contract that is Centers for Disease Control and Prevention and American Academy of Pediatrics endorsed?

- 4 -Very likely
- 3 - Somewhat likely

- 2 - Not very likely
- 1 - Not at all likely

19. [DISCUSSION] Would you be more likely to use materials that are cobranded with your practice and the Centers for Disease Control and Prevention? What about cobranded with the American Academy of Pediatrics? Would you prefer to use materials with just your practice's name/logo on them?

20. [GRID] Does knowing that the information you saw today was produced by the Centers for Disease Control and Prevention make it more or less...?

- 5 - Much more
- 4 - Somewhat more
- 3 - No change/Makes no difference
- 2 - Somewhat less
- 1 - Much less

- a. Credible
- b. Relevant
- c. Informative
- d. Motivating

21. [DISCUSSION ROOM] In addition to pediatricians and parents, can you think of other groups or audiences that should be more informed about the risks of teen driving and how they can help? Who?

- a. Besides the CDC and the AAP, are there organizations that you think should be involved in getting these messages out? Which ones?

22. [OPEN] Thinking back to the information being conveyed, do you feel there is anything missing? What specifically?

Thank you so much for your participation. This has been extremely helpful to us.