

Submission under
0920-0572 Health Message Testing System

**Attachment 7: Male Partners of Pregnant Women in Puerto Rico Message Testing for Zika
Response Project
Focus Group Guide**

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Focus Group Guide for Male Partners of Pregnant Women in Puerto Rico

Introduction

Welcome and thank you very much for agreeing to participate in this focus group. My name is _____, and my role is to guide the discussion. I'm not an expert in the topic we'll be discussing, so I have no particular agenda or point of view. I did not develop any of the messages you will be seeing so I want to get your honest and frank opinions about them. There are no right or wrong answers to the questions I'm going to ask, please relax and enjoy the discussion.

The purpose of this discussion is to get your opinions on strategies and concepts for a Zika Prevention initiative in Puerto Rico for men like you. What we learn from you will help us raise men's awareness about the actions they can take to protect their partners from the Zika virus, especially pregnant women and their babies. We will prepare a report for the campaign developers, but that report will not have any personally-identifying information about you in it. Your name (and anything else you share that could identify who you are) will be removed from all information shared with others.

Please see submitted Attachment C for full consent language

Before we get started, I'd like to point a few things out:

- We will be asking for your opinions only; not for personal information.
- Everything you have to say kept in a private manner.
- Also, please remember, you can choose not to answer a question at any time and that your participation in this project is completely voluntary.
- This discussion will be recorded and up to 3 staff from the Abt and CDC will observe this focus group.

There are also a few ground rules to mention before we begin:

- Respect the other participants' opinions.
- Please maintain privacy—what is said here remains between the group.
- Use your first name only when introducing yourself (or a made-up name, if you prefer).
- Speak one at a time.
- You will notice that you've been given a number. Please state your name before speaking each time you talk. This will help us distinguish who is speaking in the recordings. (Facilitator – please remind the men to do this, as necessary, throughout the focus group)
- Please turn off your cell phones or put the ringer on silent mode.

Do you have any questions before we begin?

I. Focus Group Warm-Up [5 minutes]

Before we begin our discussion, let's spend a little time getting to know one another.

1. First, I'd like us to go around and have each of you introduce yourself and say something about what you like to do or where you like to hang out in your free time. Please use your first name only (or a made-up name, if you prefer).

II. Zika Knowledge, Prevention, Perceived Severity, Perceived Susceptibility, and Trusted Information Sources [15 minutes]

Next, I'd like to talk about Zika.

2. Can you tell me how a man can protect his pregnant partner from getting Zika?

PROBE:

- What about using a condom?
- What about not having sex during pregnancy?

3. How feasible would it be for men like you to use a condom every time you have sex during her pregnancy? Why/why not?

Probe - How feasible would it be not to have sex during her pregnancy?" Discuss why/not

[NOTE THE # OF MEN WHO ARE AWARE OF CONDOM USE DURING PREGNANCY]

3. What are some reasons a man would want to protect his pregnant partner from Zika?

PROBE:

- Have you heard of any birth defects caused by Zika?
 - Microcephaly
 - Hearing loss
 - Vision loss
- Probe on birth defects
 - How long do the birth defects last?
 - Do you know anyone with a child with a birth defect?
 - What research has been doing or being done on how Zika affects unborn babies?

4. How would someone know if they have Zika?

PROBE:

- What symptoms would they have?
- Is it possible they could have Zika and NOT have symptoms?

5. Do you think you are at risk for getting Zika and passing it to your partner? Why or why not?

PROBE:

- Do you know anybody who has gotten Zika?

6. What information would you like to know about Zika?

PROBE:

- What about information on protecting your partner and unborn baby from Zika?
- What about information on giving or getting Zika from sex?

- What information do men who have a pregnant partner need to know?
7. Where would you like to receive this information you just mentioned?
8. Have you heard or seen of any campaigns or advertisements or materials about Zika on the TV, radio or billboards? Which ones?
- PROBE:
- Have you seen....

[NOTE THE # OF MEN WHO HAVE HEARD/SEEN CAMPAIGNS, ADS OR MATERIALS]
Please see Attachment A to view campaign logos.

- Deten El Zika
- Puerto Rico Health Department Campaign
- [Others?]

FOR EACH CAMPAIGN ABOVE, ASK:

- Do you trust this campaign? Why/not?
- Is it relevant to men like you? Why/not?
- Who is the campaign intended for?
- Where did you see/hear about the campaign?

III. Concept Testing [45 minutes]

Now I want to ask you about some ideas for a health education campaign that might be used to promote Zika prevention. We are still in the beginning stages of developing this effort, so we want to get your opinions about some potential ways of sharing information about Zika that promote action against Zika.

We will show you three different concepts. For each concept, we will provide a brief introduction. We will show you a set of three different ads for each concept that each contains a headline, message, image, and logo. In each set of ads, we want to hear from you which ad you prefer and why.

Please see Attachment A and B to view campaign logos, taglines and concepts

**[SHOW CONCEPT 1, 2 AND 3; REPEAT QUESTIONS FOR EACH CONCEPT
 Within Each Concept, Show Ad 1, 2, and 3, then show all together and open up questions.]**

9. What do you think about this concept? What do you think is the main idea or message behind this concept in your own words?
- PROBE:
- What were your first impressions or reactions?
 - How did it make you feel?
 - What did you like about it?
 - What did you not like about it?
 - Does it capture your attention?
 - Was this a new idea or something that you've heard before?

Clarity

10. How clear is the concept?

PROBE:

- Is there anything that is confusing?
- Are any of the words confusing? Are there different words we should use?
 - Probe on terms like unborn baby vs. developing baby; birth defects vs. microcephaly; sex vs sexual relations vs some other term the men think we should use
- What would make it clearer for you (or men like you)?

11. Who would you say this concept is trying to reach?

PROBE:

- Does it seem like this message is talking to you, and people like you? Or someone else?

12. Is the concept believable? Why/why not?

PROBE:

- Is it realistic (authentic)?

13. Is there anything about the concept that would bother or upset you or men like you?

PROBE:

- Is there anything that could make you feel badly or ashamed about yourself – or make other men (like you) ashamed of themselves?
- Is there anything that is offensive?

14. Is there information you would like to see included in this ad?

15. What kind of information would you want to find on the (website) link provided?

Visual Appeal

16. Which concept is easiest to read?

17. Which do you like best? Least? And why?

18. What would you change or add to the concept to make it better? How can the concept be strengthened?

PROBE:

- Headline?
- Image?
- Tagline?

19. Do the photos help you understand the message?

PROBE:

- Is there a different image you would use or like to see?
- Which image better communicates the message?
- Which image is more relevant to you (or men like you)?
- Which image do you prefer? Why?

20. Is the campaign logo important to you? Why or why not?

Behavior Change

21. Does this concept motivate you to think differently or take any actions? What?

PROBE:

- Do you think this would motivate men to take an action/engage in a certain behavior?
Why/why not?
 - If so, what behavior?
- What if I told you that [INSERT MESSAGE]?

22. What would make it easier for you (or men like you) to [INSERT BEHAVIOR]?

PROBE:

- Having free/easy access to condoms – from where?
- Tips on how to talk to a partner about condoms or abstinence?
- Tips on how to use condoms?
- Knowing that other men are also taking this action
- Knowing that your partner supports condom use
- Knowing that your community openly supports condom use
- Knowing that the faith community supports condom use

IV. Comparison [20 minutes]

Now, I'd like you to think about all of the concepts I've just shown you, together.

23. Based on all 3 concepts, which concept do you like the most and why?
24. Which concept do you think is the strongest? Weakest? And why?
25. Of the logo options presented, which colors do you like most/least and why?
26. Any final comments about any of the concepts or creative you have seen today?
27. Which of these concepts is most likely to motivate you (or men like you) to use condoms (or not have sex) during pregnancy to prevent Zika transmission? Why?

PROBE:

- What is it about that concept that made you say that it was the most likely to motivate you (or others like you)?
- Which was least likely to motivate you? What is it about that concept that made you rank it as the least likely to motivate you?

If you were to see an ad like this online, would you read it?

- Probe:
- Where would you be most open/receptive to seeing it online?
- Would you trust the website (StopZika)? Why or why not?
- What other websites or sources would you trust?
 - Online
 - Social media
 - Newspapers
 - Radio
 - TV
 - Brochures

28. What sources would you trust to get information about Zika and sex?

PROBE:

- Physicians or other types of health and social service professionals – including your partner's physician
- Someone who is living with Zika virus
- The mother or father of a baby living with microcephaly
- Celebrities [PROBE FOR NAMES, TYPES OF CELEBRITIES LIKE ACTORS, SPORTS CELEBRITIES, MUSICIANS]
- Someone from a local health department?
- Someone from the CDC?
- Family members? Probe on who specifically.
- Others?

29. If you wanted more information about preventing Zika through sex, where would you go?

- Probe for details such as specific websites, organizations, religious organizations and health care professionals.

V. MESSAGE TESTING

Now I'm going to show you some information about Zika. Please take a minute to read it, and circle any words or statements you find confusing. We will discuss your reactions after.

[INSERT COPY]

31. How clear is this information?
32. Is this information relevant to you (or men like you)? Why/why not?
PROBE:
 - Does it seem like this message is talking to you, and people like you? Or someone else?
33. Is there anything that is confusing?
PROBE:
 - Are any of the words or statements confusing?
 - Are there different words we should use, or better ways to say this?
 - What would make it clearer for you?
34. Was any of this information new?
PROBE: Is there anything you would want to know more about? Is there additional information that we should include?
35. Is there anything that is offensive? Please Explain.
36. Does this information motivate you to do anything? If so, what?
37. Are the recommended actions realistic? Why/why not?
PROBE:
 - What would make them more actionable?
38. What if we said [INSERT WORD OR STATEMENT] instead of [INSERT WORD OR STATEMENT]?

V. Closing

39. Okay, we are pretty much out of time. Is there anything else I should know?

THANK, GIVE INCENTIVE and take-away information, AND OBTAIN RECEIPT

I would like to thank you for coming here today and participating in this discussion. Your opinions are very helpful and will help us improve the concepts that we are developing for this health education initiative. Here is a factsheet that outlines ways to avoid Zika if you would like it.