

Attachment B: Discussion Guide for Focus Groups with Pregnant and New Mothers

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AAP Pregnancy and Infancy Oral Health Toolkit
(Creative Testing Discussion Guide)

Moderator Name: _____

Date/Time: _____

Market: _____

Audience Segment: _____

[RECRUITS WILL BE GIVEN A DRAFT MAGAZINE WITH AD EXECUTIONS INCLUDED UPON ARRIVAL. THEY WILL BE ASKED TO LOOK THROUGH AND REVIEW THE DRAFT MAGAZINE PRIOR TO THE DISCUSSION BEGINNING. THEY WILL BE TOLD THAT WE'LL BE DISCUSSING THE CONTENT/ARTICLES.]

INTRODUCTION AND EXPLANATION

Hi, my name is _____, and I'll be leading our discussion today. Thank you for being here and for agreeing to participate in our focus group. Has anybody ever done anything like this before? Show of hands.

Great, so this is opinion research, which means that there are no right or wrong answers to anything we will be talking about. Everybody's perspective is important to me. Our conversation will be somewhat structured in that I have some exercises for you to do and questions I will ask. We'll also be evaluating some materials. My job is to hear from everyone, so don't be afraid to speak up. There's no need to raise your hand, but please be respectful of each other and try not to speak over each other. I also may call on you from time to time.

I'm an independent researcher, which means a few things. First, it means that I'm not an expert on what we're going to be talking about. More important, it means that I'm only interested in your honest perspectives, thoughts and ideas. I did not create anything you will see today, so you don't have to worry about getting me in trouble or offending me in some way. So please be candid, open and honest.

We have 90 minutes together and I have a lot of questions to ask and activities to complete. This means I may have to move the conversation along at certain points. If this happens, please know that I'm moving things along in order to respect your time; it has nothing to do with what you're saying.

Please turn off your cell phones during our time together. Or if you need to leave yours on, please turn it to vibrate.

Finally, I should note that today's session is being recorded, and that there may be people observing us. The point of both of those things is to make sure we capture everything you have to say. The recording is completely private. At the end of this project, we'll be combining your feedback with other groups we're conducting and we'll write a report with some recommendations. Your name will not be used in the report.

Are there any questions for me before we get started?

WARM-UP / INTRODUCTIONS

Before we get into the main reason we're here, I'd like to start off by getting to know each of you a little bit. Everybody at this table, except me, is a [mom/soon-to-be mom]. That's not a coincidence; we're going to be talking about issues related to pregnancy and having kids.

1. Let's go around the table for some short introductions. Tell us your first name,
 - a. **EXISTING MOMS:** Tell us your first name, a little bit about your child, and share what you've found to be the most challenging aspect of being a parent so far?
 - b. **PREGNANT MOMS:** Tell us your first name, and maybe a little about what's been challenging, if anything, about your pregnancy?

UNAIDED MAGAZINE RECALL

Great! It's good to have you all here. Let's start our discussion talking about the draft magazine you were asked to look at in the lobby.

2. What stood out most to you? What was most memorable? Why?
3. What **ads** stood out to you most? Why? [**LIST ALL ADS REMEMBERED**]
4. What do you remember about the ads? Try to describe them if you can, as well as any impact they had on you.

FORMATIVE DISCUSSION

Let's switch gears now and talk about your life as a mom/mom-to-be.

5. What are the things that have been on your mind most as a mom/mom-to-be? What have you been thinking about most lately? Why is that?
6. Thinking about taking care of your health and your baby's health, what things have you been doing and why? GENERATE LIST

- a. Are these things you normally do, or have you made changes since you became pregnant/had your child?
7. What are the most important things that you've been doing for your own health? How about for your child? Why do you say these are the most important?
 - a. Are there additional things that you'd like to do, but haven't been able to? If so, what?
 - b. What makes it difficult to do all the things you'd like to do for your health and your child's health? What obstacles do you face?
 - c. Are there things that you're specifically avoiding either for yourself or your child?
8. Are there any tools or resources that have been helpful to you relating to taking care of your health? If so, what are they?
 - a. Can you think of anything that would be helpful?
 - b. Where do you get information about what things you should and shouldn't be doing?

AIDED MAGAZINE DISCUSSION

For the rest of our discussion, I'd like to go back and talk about a few of the ads from the magazine a little bit more.

Before we talk about them, I want to let you know that these ads are not finished. They do not have the same polished look that a final ad would have. For instance, these ads didn't even have a photoshoot -- they include what are called stock images. The reason for this is we're more interested in finding out what you think of the CONCEPT OR IDEA of the ad than the individual executions. So try not to focus too much on things like whether you liked the color of someone's shirt, for example. All the images, colors and even the text can be changed. I'll want your feedback on those, but what's MOST IMPORTANT is how you felt about the ad, what it made you think and what it meant to you OVERALL.

Does that make sense? Great. We'll go through each ad individually.

I have a short workbook that has a sheet I'd like you to fill out for each of the ads, then we'll discuss. There's a cover page, I'd like for you to fill out, and there's a space at the top of each worksheet you to put the letter of the ad.

[PASS OUT WORKBOOK AND ADS, ONE BY ONE. SEE AD EXPOSURE ROTATION FOR ORDER, HAVE THEM COMPLETE THE WORKBOOK THEN ASK Q11-19 FOR EACH AD BEFORE MOVING TO THE NEXT]

9. Show of hands, who said they remembered seeing this ad in the magazine?
 - a. What stood out most in this ad? What was it that made it stand out to you?
 - b. Do you think this ad would stand out in another magazine that you weren't told to read? How come?
10. What is the main point of this ad? What is it saying?
11. Was there anything confusing or difficult to understand about the ad? If so, what?
12. Show of hands, who said this ad was believable? What made it believable? What did you not believe? Why is that?
13. Show of hands, who said this ad was relevant to their life? How so?
14. How does this ad make you feel? Why? Which emotions do you select?
15. Show of hands, who said they thought about something differently because of this ad? What did it make you think? Did you learn anything new?
16. Show of hands, does this ad make you want to do anything? What? Why?
17. This ad says that you should **[INSERT BEHAVIOR THAT EACH AD SPEAKS TO]**.
 - a. What do you think about that?
 - b. Why do you think it says that?
 - c. Had you ever thought about that?
 - d. How important do you think that is?
 - e. What makes that difficult to do?
18. AD COMPARISON: Now I'd like you to look at all of the ads we've discussed and rank them in order from the one that is most likely to get you to take any action to the one that is the least likely to get you to take any action. RECORD RANKINGS ON EASEL BOARD, DISCUSS FOCUSING ON ACTIONS THEY WOULD TAKE AND REASONS WHY
19. Independent of the ads, I'd like you to look at a list of potential actions you could take, some of which may have been mentioned already. Please rank them based on which one you'd be most likely to realistically do to the one you'd be the least likely to realistically do. And it's totally fine to say you wouldn't do certain things. I'm a parent myself and me and/or my wife definitely didn't do all of these. DO RANKINGS ON EASEL BOARD AND DISCUSS

While you're pregnant

- a) Visit your dentist during your pregnancy for a check-up even if you don't have any problems with your teeth
- b) Tell your dentist you are pregnant and your due date
- c) Talk to your doctor about getting dental care
- d) If you use gum or mints, select ones with Xylitol
- e) Brush your teeth twice a day with fluoride toothpaste
- f) Floss once a day
- g) If you're nauseated and vomiting: rinse with a cup of water containing a teaspoon of baking soda and wait about one hour before brushing teeth
- h) If you're nauseated and vomiting: eat small amounts of food throughout the day, and drink water in between them

After you've had your baby

- a) Wipe your baby's gums twice a day, once in the morning and once before bedtime
- b) Clean your baby's pacifier with soap and water, not spit
- c) Don't share utensils or cups with your baby
- d) If you have children with teeth, don't share toothbrushes
- e) If you have children with teeth, brush them twice a day with fluoride toothpaste
- f) Only give water in your baby's bottle at bedtime
- g) Don't put your baby to bed with a bottle
- h) Take your baby to see the dentist when they're around 1 year old

WRAP-UP

20. **[CHECK IN THE BACK FOR ANY ADDITIONAL QUESTIONS]** This has been really helpful. That concludes my questions. I always want to make sure to leave some time at the end for you all to provide any final thoughts or ask any questions of me. Do you have any other final thoughts you'd like to share or questions you'd like to ask?

21. Thanks so much for participating in this project. This project is sponsored by the American Academy of Pediatrics (AAP). Your feedback will help AAP with its campaign to make sure babies and mothers across the country are taking care of their oral health.

22. Thanks again for participating. We really appreciate your assistance. Have a great day.

WORKSHEET QUESTIONS (will be completed for each ad):

What was the first thing you thought about when looking at this concept and was it positive or negative?

In your own words, what is the main message of this concept? What is it trying to tell you?

- Now I want you to read a series of statements and for each one please indicate whether you strongly agree, somewhat agree or do not agree at all. (Moderator will walk through the survey on an easel board.)

1 = Strongly Agree
2 = Somewhat Agree
3 = Do Not Agree At All

THIS AD...	(3) Do Not Agree At All		
	(2) Somewhat Agree		
	(1) Strongly Agree		
1. Makes me want to find out more about the importance of oral health care.....	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
2. Makes me more likely to talk to my doctor about oral health for myself and/or my child.....	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
3. Talks about things that are important to me.....	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
4. Gives me new information.....	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
5. Would catch my attention if I saw it in a magazine	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃
6. Changes the way I think about the role of oral health in overall health.....	<input type="radio"/> O ₁	<input type="radio"/> O ₂	<input type="radio"/> O ₃