

## **Moderator's Guide**

### HRSA Online Focus Groups Minority Organ Donation

#### **Introduction (5 minutes)**

Thank you for joining us today. My name is \_\_\_\_\_, and I'll be moderating our discussion today. I really appreciate the time that each of you is taking to attend this group, and I look forward to hearing from you.

Before we begin, I am required by law to report the OMB Control Number for this public information request. The OMB control number is 0915-0212, with an expiration date of July 3, 2021.

I am also required to read the following statement:

The purpose of this collection is to obtain feedback from customers and potential customers related to the HRSA Division of Transplantation's (DoT) outreach materials on organ donation and transplantation for minority audiences. The results of this collection will enable HRSA DoT to appropriately address the unique information needs of minorities in its communication materials and outreach efforts. 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. The OMB control number for this information collection is 0915-0212, and it is valid until 07/03/2021. This information collection is voluntary. All information obtained will be used by HRSA DoT, and will not be shared with the public. Public reporting burden for this collection of information is estimated to average 1.75 hours per response, including the time for reviewing instructions, searching existing data sources, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to HRSA Reports Clearance Officer, 5600 Fishers Lane, Room 14N136B, Rockville, Maryland, 20857 or [paperwork@hrsa.gov](mailto:paperwork@hrsa.gov).

Now, I would like to go over the ground rules for our discussion today:

- First, did everyone understand the informed consent form? Do you have any questions about this form? [Answer all questions, and then proceed]
- The purpose of our discussion is to hear your opinions. I want to hear everything you have to say, both positive and negative. There are no wrong answers. It is as important for me to know if there is something you don't understand or like, as it is for me to hear about what you do know and like.

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- Everyone's participation today is important. Part of my job as a moderator is to make sure we get a chance to hear from everyone. So, at times, I may call on you, or ask you to shorten your remarks, so everyone has a chance to speak.
- I have a set of questions that I need to get through. There may be times when I move us on to another topic, so that we end on time.
- This is a group discussion, so you don't need to wait for me to call on you to speak. Please feel free to respond directly to other people's thoughts and ideas. However, only one person should speak at a time, and please address your comments to the entire group.
- As a reminder, this discussion is being audio recorded. That will help to make sure that I accurately reflect what everyone says here today when I write my report. However, nothing that you say will be attributed to you by name. I also want to remind you that other people are observing this discussion.
- Does anyone have any questions about these ground rules before we get started?

Great. We really appreciate your input.

To get started, why don't we start by introducing ourselves to one another? Please tell us your first name and what city, state you live in. Let's start with \_\_\_\_\_.

### **Explanation and Warm-Up (10 minutes)**

The main purpose of this group is to discuss organ donation. All of you support organ donation, and none of you are registered organ donors. We're not here to try to change that, and I'm not going to ask you to sign up at the end of our discussion. I'm only interested in your opinions.

What I want to do is better understand how you react to messages about organ donation. All of us—when we see or hear or read messages—react to them in different ways. Some of the reactions are things that we notice—we laugh, or smile, or turn our heads. Some of the ways we react we may not notice unless we are paying very close attention—our heart rate might change, or we start thinking about something that reminds us of what we see.

What I want us to spend most of our time today doing is paying very close attention to how we react to things—in this case, to messages on organ donation. We're going to spend pretty much the entire time reacting to such messages.

But, before we do that, I want to do a practice of sorts. I'm going to show you some different messages, and I want you to react to them. The most important thing you can do is react as honestly as possible. Almost always, the very first reaction you have is the one that best represents what you are feeling—so don't think about it too much!

The first ad is from a magazine. I'll show it on your screen shortly. You will see some survey questions on your screen to answer about each ad.

Remember, for right now, I'm interested just in your initial reactions.

1. Okay, here is the first one: [show ad #1]

Dull	-----	Interesting
	X-----	
For someone else	-----	For me
	X-----	
Skim	-----	Review in-depth
	X-----	
No emotions	-----	Strong emotions
	X-----	

Terrific, we'll use some rating systems like this later on. Now I want to try an exercise where you type what you are thinking. Let's see another ad. Then please type some answers in response to each question. Remember, your first reaction is usually the best one:

2. This part got my attention: \_\_\_\_\_
3. I liked: \_\_\_\_\_
4. I didn't like: \_\_\_\_\_
5. This was about: \_\_\_\_\_

Great. I think everyone is ready.

Now, before we start looking at communication materials related to organ donation, I want you to indicate how you are feeling about it right now. And remember, your honest opinion is what is most important to me. Please answer these questions.

6. Organ donation is:

Not important	-----	Important
	---	

7. How likely are you to register as a donor in the next 5 years?

Not likely	-----	Very likely
	--	

Great. Let's start looking at the materials I have to show you.

**Review Materials: Initial Reactions (20 minutes)**

[Repeat this process for each item to be reviewed, three to four items per group. Rotate order of materials.]

I'll put the first item up on the screen. Please answer all the questions. Remember, we're most interested in your first reactions. We'll go through all the materials quickly, and then talk about

them some more. For the questions on organ donation, please think about your opinions only in response to this particular item.

8. Organ donation is:

Not important ----- Important  
---

9. How likely are you to register as a donor in the next 5 years?

Not likely ----- Very likely  
--

10. Thinking about the item you just reviewed:

Dull ----- Interesting  
---  
For someone else ----- For me  
---  
Skim ----- Review in-depth  
---  
No emotions ----- Strong emotions  
---

Write a few words:

11. This part got my attention: \_\_\_\_\_

12. I liked: \_\_\_\_\_

13. I didn't like: \_\_\_\_\_

14. This was about: \_\_\_\_\_

[Repeat for each item]

**Review Materials: More Detailed Reactions (30 minutes)**

[Repeat for each item to be reviewed. Show items in same order shown initially.]

Let's go through each of these items again in more depth now. We will talk about how you responded.

15. How did this item impact how you feel about organ donation? Would it impact whether you might register as a donor or not? Why?

16. Did the item get your attention? Why or why not?
  - a. What, in particular, got your attention? [MARK ON SCREEN]
  - b. Did anything turn you off or make you not want to pay attention? [MARK ON SCREEN]
17. In your own words, what was this about? Is that important to you?
18. What kind of emotional reaction, if any, did you have? Why?
19. How could this item be improved or made better? Was there anything confusing (even a little) or hard to understand?

[Repeat for each item]

**Discuss Materials (20 minutes)**

Great. Now you have seen several different materials on organ donation. Let's talk about them as a group. [SHOW ALL ON SCREEN]

20. When you first looked at these materials, which ones were you most interested in? Why? [MARK ON SCREEN]
21. Were there any materials that you were not interested in? Why not? [MARK ON SCREEN]
22. What stood out for you as you reviewed all the materials? What was the most helpful or useful information you saw in these materials?
23. Do you think you are likely to do anything different related to organ donation as a result of seeing these materials? Why or why not?
24. If you wanted to become a registered organ donor, what else would you need to know?
25. Based on what you saw and read in these materials, if you did want to register, how would you do that?
26. Please take a moment and type what the #1 reason would be to be an organ donor. [ALL TYPE ANSWER TO QUESTION]
  - a. Was there anything in these materials that addressed that?
27. Please take a moment and type what the #1 reason not to be an organ donor would be. [ALL TYPE ANSWER TO QUESTION]
  - a. Was there anything in these materials that addressed that?

28. These materials are designed specifically to encourage minorities to learn more about and to consider registering as organ donors.
- a. Do these materials seem appropriate for a diverse audience? Why or why not?
  - b. Are there any issues, in particular, you think these materials need to address?
  - c. Do you have any advice on how to encourage minority audiences to learn more about this topic?

**Closing Comments (5 minutes)**

This has been a great discussion.

29. Do you have any other thoughts, comments, or questions on this topic?

Thank you so much. I am working for a government agency called the Health Resources and Services Administration. This agency encourages people to register to become organ donors. We will use this feedback to improve the materials they develop on this topic. For more information, please visit [organdonor.gov](http://organdonor.gov).

This completes our discussion.

**Thank you again for your help with this important project!**