

Attachment 1: Focus Group Moderator Guide

The Public Health Service Act provides us with the authority to do this research (42 United States Code 242k). All information which would permit identification of any individual, a practice, or an establishment will be held confidential, will be used for statistical purposes only by NCHS staff, contractors, and agents only when required and with necessary controls, and will not be disclosed or released to other persons without the consent of the individual or the establishment in accordance with section 308(d) of the Public Health Service Act (42 USC 242m) and the Confidential Information Protection and Statistical Efficiency Act (PL-107-347).

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Introduction

Welcome. My name is _____. Before we start, I want to make sure that you understand who we are and why you're here. We are the Center for Questionnaire Design and Evaluation Research in the National Center for Health Statistics at the Centers for Disease Control and Prevention (CDC) and our expertise is the design, refinement and testing of surveys.

One of the areas the CDC is interested in is how American parents think about child vaccinations, and how and why they make the decisions to either vaccinate or not vaccinate their children. We've been asked to explore these issues, and our discussion today is one step in that process. Today we will be discussing your experiences, related to vaccine acceptance and vaccine confidence. We will use your feedback to design a new survey.

Overview and Ground Rules

Before we continue, I'd like to go over some general information, establish some ground rules for our focus group, and tell you about the confidentiality procedures we have in place.

I would like you to know that in our focus group today, you don't have to reveal anything that you are not comfortable revealing.

For purposes of the group discussion, we'd like you to pick a name that you would like to be called— a first name is fine, it doesn't even have to be your real name. [ASK THEM TO FILL OUT NAME CARDS.]

The consent form you just signed assures you that we will keep your information confidential. We would also like to ask everyone to treat this focus group as confidential. That is, if you learn anything private about another member of the group, we ask that you do not share this information with anyone outside of this room. Although we are required by federal law to keep information private, we cannot guarantee that everyone else will honor your privacy. All we can do is ask that people please agree to that. And again, you should never feel obligated to share any information that you are not comfortable sharing.

We are planning to audio record this focus group. This is for note-taking purposes in case we miss anything that was said. We will use the recording to double-check our notes and make sure they are complete. Only Center for Questionnaire Design and Evaluation Research staff will have access to the audio recordings.

One of the great things about this discussion is the "group dynamic" – ideas that one person raises will remind someone else of a related issue. That's great, feel free to speak up. But please don't interrupt each other. We ask that there be only one speaker at a time so that responses can be accurately recorded. You may have more to say about some topics than others, and that's OK too.

Don't feel like you have to agree or disagree with anyone in this room. We want to hear about your personal experiences and thoughts and it's OK to disagree with someone else. But please be respectful of the opinions or experiences of others in the room.

Sometimes groups start talking about subjects that are off the main topic. That's natural; but please don't be offended if we steer the conversation back to the material we need to cover.

As a courtesy to everyone, please turn off cell phones. The focus group will last no longer than 90 minutes. We will not have breaks built into it, but should you need to go to the restroom during the focus group, please feel free to leave. However, I would appreciate it if you would go one at a time.

Does anyone have any questions before we get started?

Examples of moderator talking-points

1. Purpose of Childhood Vaccines
2. Perceived Strengths and Weaknesses of Vaccines
 - a. Confidence in the ability of vaccines to protect against viruses?
 - b. Risks posed by vaccines?
3. Decision-making Process:
 - a. What sources of information do you rely on to get information about vaccination?
 - b. Who do you trust/distrust in terms of vaccination?
 - c. Why did you decide to either vaccinate or not vaccinate your children
 - d. What strategies did you do to mitigate perceived risk of vaccines or risk of not getting child vaccinated.

Wrap-Up (5 minutes)

OK. We are pretty much out of time. Does anyone have any last thoughts or questions? I want to thank all of you for coming today and sharing your opinions. The information you've shared today will be very useful in helping to improve the collection of vaccine acceptance and vaccine confidence information.