

Attachment G:  
ODPHP Physical Activity Guidelines, 2<sup>nd</sup> Edition  
Moderator's Guide for Parent Focus Groups

OMB Control Number: 0990-0281

December 21, 2017

**Submitted to:**

Sherrette Funn

Office of the Chief Information Officer

U.S. Department of Health and Human Services

**Submitted by:**

Frances Bevington

Strategic Communication and Public Affairs Advisor

Office of Disease Prevention and Health Promotion

U.S. Department of Health and Human Services

## Moderator's Guide for Parent Focus Groups

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### Session Overview: Total time – 90 minutes

#### Section A: Welcome and Opening Remarks (10 mins)

- The moderator will explain the purpose of the session, present ground rules, and begin with warm up questions.

#### Section B: Discussion of Beliefs, Attitudes, and Perceptions Around Physical Activity (20 mins)

- In this section, the moderator will explore participants' beliefs, attitudes, and perceptions around physical activity, especially for their young children.

#### Section C: Discussion of Barriers and Facilitators to Physical Activity (15 mins)

- This section will explore factors that influence whether or not participants' young children are physically active.

#### Section D: Discussion of and Activity About Physical Activity Information Preferences (20 mins)

- In this section, participants will discuss sources and channels they trust to learn and communicate about health information related to their kids' physical activity. They will also provide feedback on different types of tools or products that might be used to convey the Physical Activity Guidelines.

#### Section E: Discussion of Message Concepts (20 mins)

- This section will focus on the relevance and effectiveness of some message concepts to motivate participants to increase their family's physical activity.

#### Section F: Closing and Thank you (5 mins)

- The moderator will thank participants for their involvement and provide a final opportunity for questions or comments.

**Note:** This moderator's guide is not a script, so it will not be read verbatim. The moderator will use the following questions as a roadmap and will probe as needed to maintain the natural flow of conversation.

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## A. Welcome/Opening Remarks (10 minutes)

Thank you for joining me today. My name is \_\_\_\_\_ and we also have \_\_\_\_\_ observing and taking notes for this session. I work for CommunicateHealth, an independent research and communication company. I am conducting this session on behalf of the Office of Disease Prevention and Health Promotion (also known as ODPHP), which is part of the U.S. Department of Health and Human Services (HHS).

The purpose of our discussion today is to discuss what information and tools would help people be more physically active. With your help, we hope to help ODPHP develop resources that will help families like yours be more physically active.

A few things to keep in mind as we start our discussion:

### **Your participation is voluntary**

- This means you have the right to stop at any time. You do not have to answer every question, but I would like to hear from everyone, so I might call on you at some point.

### **There are no wrong answers**

- I'm interested in your perspective and opinions. There is nothing I am expecting you to say.
- I didn't create anything I'm going to show you today — so, love it or hate it, it's all the same to me. I welcome all kinds of feedback.

### **We are not trying to come to consensus**

- It's okay for there to be disagreement and, in fact, I welcome different points of view. Please share what is true for you.

### **Speak up, speak clearly, and share the space**

- I am recording this session for note-taking purposes. I will have to write a report later and the recording will help me remember what was said here today.
- Please speak one at a time and as loud and clear as possible.
- I'd like the group to work for "equal air time" where no one talks too much or too little

### **What happens in this room, stays in this room**

- I am interested in what you say but not who said it. That means your name will not be linked to anything you say in my report, and I will only share the report with people working on this project.
- Out of respect for each other, I ask that you also keep what was said here today private and not share with others who are not in the room.

Can we all agree to these ground rules? *[Seek verbal confirmation from participants]*

A few other logistics...

- This discussion will last approximately 90 minutes and we will wrap up at [time AM/PM]. We have a lot to cover — so I may occasionally interrupt to keep us moving.

- Please put your cell phone on do not disturb mode, if you haven't already.
- If you need to step out for any reason, please feel free to do so one at a time.

Now, this is the only time we will go around the room one by one.

*[Moderator can write bullets on easel for cues to participants. Moderator should introduce self last.]*

I would like for each of you to tell me 3 things:

- Your first name
- How old are your kids?
- What is something you like to do with your kid(s) in your free time?

Thank you. Now I'm going to begin recording.

*[The moderator will begin audio recording.]*

## **B. Discussion of Beliefs, Attitudes, and Perceptions Around Physical Activity (20 minutes)**

I'd like to ask a few questions about physical activity. We all have different understandings about what it means to be "physically active."

- What comes to mind when you hear the phrase "physical activity"? I'm going to write your answers down on the chart.
  - o *[Probe for both formal and informal understandings of physical activity.]*
  - o What do you think **counts** as a physical activity? *[probe for meaning around physical activity]*
- When you think about physical activity, how do you feel?
  - o Are there particular physical activities you **seek out**? Which ones? *[probe for what is appealing – can refer to list on chart]*
  - o Are there particular physical activities you **avoid**? Which ones? *[probe for what is not appealing – can refer to list on chart]*
- By a show of hands, how many of you have a daily or weekly goal you set for yourself for physical activity?
  - o *[Probe for some example goals]* Big or small – it doesn't matter.
  - o How easy or difficult it is to reach that daily or weekly goal?
- What have you seen, read or heard about how much physical activity **you should get**?
  - o Where did you hear/learn about it?

Now I'd like to hear about your kids' physical activity. I'm particularly interested in your kids who are between ages 3 and 6.

- What kinds of things do your children do that involve physical activity?
  - How much physical activity do you think they need?
  - What counts as physical activity for your children?
  - How much, if at all, do you worry about your kids getting enough physical activity?
- What physical activities, if any, do you and your children do together?
  - What physical activities would you like to do with your children?

### **C. Discussion of Barriers and Facilitators to Physical Activity (15 minutes)**

- What, if anything, do you think your children **like** about being physically active?
  - **O** *[Probe on structured and unstructured activity]*
- What, if anything, do you think your children **do not like** about being physically active?
- What are some things that make it challenging to keep your kids physically active?
  - Is screen time a particular challenge for kids this age? How so?
- How do you encourage your kids to be more active?
  - *[For specific strategies mentioned]* – How has your child responded to that?
  - *[Probe on games and play and mobile health tools.]*
- What strategies, if any, haven't worked to encourage your kids to be more active?
  - What are the reasons these strategies haven't worked?

### **D. Discussion of and Activity About Physical Activity Information Preferences (20 minutes)**

Next, I would like to discuss how you get health information for your child.

- Where do you typically get information on how to keep your children healthy?
  - *[Probe for all channels of communication including web, social media, friends and family, doctor/pediatrician, etc.]*
  - What do you like about these resources?
  - Do you find information about physical activity there as well?

- Where do you go for ideas or information about how to help your child be more physically active?
  - o *[Probe for all channels of communication including web, social media, friends and family, doctor/pediatrician, etc.]*
  - o What specifically do you like about these resources?

Now we're going to do a quick exercise.

I'm going to give you a list of some potential tools and materials that parents like you might use to get information about health and physical activity for your child.

***[Health Information Tools for Parent Focus Group in Attachment O.]***

Please take a moment to look at this list and I'd like for you to...

- **CIRCLE** the 3 that would be **most useful** for you.
- **CROSS OUT** the 3 that would be **least useful** for you.

*[Moderator writes prompts on flip board/whiteboard for reference. After participants have completed activity, ask participants to share.]*

OK, I'd like to talk about what you picked.

- Which ones did you pick as the **3 most useful**?
  - o What would you expect from this product/tool?
  - o What about this product/tool would be helpful for you?
  - o How might you use this/these to help your kids be more physically active?
- Which tools or products did you rate as the **3 least useful**?
  - o What about these doesn't work for you?
  - o What would make this/these better to help your kids be more physically active?

I'd like to hear if there is anything you might add to this list. *[Moderator manually adds those answers.]*

- How might you use this/these to help your kids be more active?

**E. Discussion of Message Concepts (20 minutes)**

Next, we're going to look at some messages about physical activity. I am going to share 3 sets with you and we'll follow the same process for each set.

***[Messages for Parent Focus Groups in Attachment O.]*** Give only one message set at a time. Complete activity and discussion and then repeat.]

I will first read them aloud. *[Read a set of messages aloud.]*

As you read through them yourselves, I would like you to do the following...

- **CIRCLE** any words or phrases that you find **motivating - or that you really like.**
- **CROSS OUT** any words or phrases you think are **not motivating - or that you do not like.**

*[Moderator writes prompts on chart for reference. After participants have completed activity, ask participants to share.]*

- Tell me some words or phrases you highlighted.
  - What do you like about them?
  - What makes those motivating for you?
- Tell me some words or phrases you crossed out.
  - What is it about those that you don't like?
  - What makes those not motivating for you?
  - *[Probe particularly if participants indicate something is not feasible or realistic.]*
- What is your overall favorite message?

*[Repeat process until all sets have been tested - approximately 5-8 minutes per set]*

## **F. Thank You and Closing (5 minutes)**

That's everything. Thank you for taking the time to be here and for participating.

- Is there anything else you wish to share before we conclude?

It was a pleasure meeting you. On your way out, we want to give you a token of our appreciation. *[Before leaving, participants will sign incentive receipt and receive the envelope with the \$75 incentive.]*