

FOCUS GROUP MODERATOR GUIDE

PURPOSE:

Hispanic Communications Network's (HCN) media outreach campaign, funded by the Environmental Protection Agency (EPA) Office of Pesticides Programs (OPP) aims to help agricultural workers understand how to protect themselves from illness and injury that can occur as a result of exposure to pesticides and pesticide residue. Each 60-second Spanish public service announcement (PSA) provides specific steps agricultural workers can take to avoid ingesting, inhaling or absorbing pesticides at the workplace; what to do and who to call in the event of an emergency; what to wear when working with pesticides or in areas where pesticides are used; how to know when to keep out of an area when a pesticide has been used; and how to report a problem with a pesticide application. The radio messages reinforce the key safety practices outlined in the EPA's Agricultural Worker Protection.

Because of the COVID-19 stay in place order in California, focus group sessions will be conducted through facilitated interviews using Zoom or WhatsApp with Spanish-speaking adult agricultural workers to ascertain whether the messages are culturally relevant and easily understood as intended.

GOAL:

The goal of this study is to determine if the radio messages are culturally appropriate and convey the point of each message as intended, and make sense to the target audience, Spanish-speaking adult agricultural workers.

SETTING:

A group from the Public School of Health at the University of California at Berkeley will conduct the focus group sessions via Zoom or WhatsApp with the assistance of local community leaders.

PROCEDURE:

Participants will be asked to begin by answering a few demographic questions and consent to the interview.

English:

Thank you for volunteering your time to be a participant in our study!

The purpose of this interview is to find out if agricultural workers easily understand our radio messages. The messages will be broadcast on Spanish-language radio stations across the United States to agricultural workers about keeping safe while working around pesticides. As an adult participant, who has identified as an agricultural worker where either you or someone else handles pesticides, your input is very valuable! The information we collect will help us create impactful radio public service announcements.

Your perspective is important to us and will play a critical role in helping keep all agricultural workers safe, including you, your family, friends, and coworkers.

Thank you again for your participation, let's get started!

Español:

¡Gracias por ofrecernos tu tiempo para participar en nuestro estudio!

El propósito de esta entrevista es averiguar si los trabajadores agrícolas comprenden fácilmente nuestros segmentos de radio. Los mensajes de radio serán transmitidos en emisoras de radio en español en muchas partes de los Estados Unidos a los trabajadores agrícolas sobre como trabajar con los pesticidas sin enfermarse. Como participante adulto, que se ha identificado como un trabajador agrícola donde los pesticidas son manejados por ti mismo o alguien más en tu trabajo ¡tu opinión es muy valiosa! La información que recopilamos nos ayudará a crear mensajes de radio que son impactantes y relevantes. Tu perspectiva es importante para nosotros y jugará un papel crítico para ayudar a proteger a todos los trabajadores agrícolas, inclusive a ti, tu familia, amigos y compañeros.

¡Gracias de nuevo por tu participación, vamos a empezar!

[Next, participants will be asked to listen to six (6) 60-second radio spots. Interview questions will be the same for each radio spot.]

Questions are to be asked in order as follows in English:

"Please listen to this 60-second radio message."

After you have given them time ask the following questions:

1. What is your initial impression of this radio message?
2. What point(s) was the message trying to make?
3. Did you learn anything new?
4. Is there anything confusing in this radio message?
5. What would you change to make it better?
6. Do you find anything offensive about the radio message?
7. Can you personally identify with the people speaking in the radio message? Does it accurately represent you?
8. After listening to this radio message would you do anything differently? If so, what? If you wouldn't change anything, why not?
9. Would you change the radio station if you heard this message? If so, why?

***Optional Discussion Questions:**

Please respond to the following questions according to the messages you heard in the radio announcement.

- Where are some places that you may come in contact with pesticides at work?
- What are some ways pesticides may come in contact with your skin or body?
 - When should you wash your hands at your workplace? Before what activities?
 - What items of clothing should you wear to protect your body from pesticides or pesticide residues?
 - After showering with soap and water, and shampooing hair, is it okay to put the dirty clothes back on?
 - What should you do if pesticides are spilled or sprayed on your body?
 - When should you seek immediate medical attention?
 - What should you do if you have been poisoned, injured, or made ill by pesticides?
- How do you know to keep out of an area treated with pesticides?

Las preguntas deben ser hechas en orden como siguen en español:

"Por favor, escucha este mensaje de radio de 60 segundos".

Después de haberles dado tiempo, pregúntales las siguientes preguntas:

1. ¿Cuáles son tus impresiones iniciales de este mensaje de radio?
2. ¿Cuándo escuchas este anuncio de radio, ¿qué te comunica?
3. ¿Aprendiste algo nuevo de este anuncio de radio?
4. ¿Hay algo confuso en este mensaje de radio?
5. ¿Qué podría hacerlo más claro / qué cambiarías?
6. ¿Encuentras algo ofensivo en el mensaje de radio?
7. ¿Puedes identificarte personalmente con las personas hablando? ¿Te representan correctamente?
8. ¿Qué te haría cambiar la estación de radio?
9. Después de escuchar este mensaje de radio, ¿cambia tus percepciones o comportamientos con respecto a la salud y la seguridad con el uso de pesticidas?
Sí, porque.....
No, porque.....

***Preguntas Opcionales para Discusión:**

- ¿En cuáles lugares puedes entrar en contacto con pesticidas en el trabajo?
¿Cuáles son algunas maneras en que los pesticidas pueden entrar en contacto con tu piel o cuerpo?
- ¿Cuándo debes lavarte las manos en su lugar de trabajo? ¿Antes de cuáles actividades debes lavarte las manos?
- ¿Qué tipo de ropa se debe usar cuando se trabaja con pesticidas?
- Después de ducharse con agua y jabón, y lavar el cabello, ¿está bien ponerse la ropa sucia de nuevo?
- ¿Qué debe hacer si se derraman o rocían pesticidas en tu cuerpo?
- ¿Cuándo debes buscar atención médica inmediata?

- ¿Qué debes hacer si has sido envenenado, lesionado o enfermo por los pesticidas?
- ¿Cuándo sabes que debes mantenerte alejado de una las áreas tratadas con pesticidas?

PROCEDURE, CLOSING:

Once questions and discussion have been completed please thank participants for their input and their time.

English:

"I want to thank every one of you who took the time out of your night/day to be here. I think we had a very engaging discussion. Thank you all for your feedback and input. The information you shared with us is extremely valuable. If anyone has any questions, I will wait here to answer them. Thank you again and have a safe trip home. Thank you."

Español:

"Quiero agradecerle a todos los que tomaron el tiempo de su noche/día para estar aquí. Creo que tuvimos una discusión muy relevante. Gracias a todos por sus comentarios y sugerencias. La información que compartieron con nosotros es extremadamente valiosa y crítica para avanzar en el proyecto. Si alguien tiene alguna pregunta esperare aquí unos minutos para contestarles. Gracias de nuevo, y que tengan una maravilloso y seguro camino a casa. Gracias."

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