

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.

HCN will carry out focus group sessions on the effectiveness and cultural acceptability of Spanish language materials developed for compliance with the Worker Protection Standard (WPS). Specifically, HCN will have agricultural workers review two short videos and two posters on WPS pesticide safety topics. 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 materials 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 Berkley 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 training materials in both video and poster formats 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 safety training materials. 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 materiales de entrenamiento en formatos de video y poster 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 para materiales de entrenamiento. 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 watch the videos and look at the posters. Interview questions will be the same for each video/poster.]

Links to videos:

Video 1: <https://www.youtube.com/watch?v=E1CRdxxTqE&feature=youtu.be>

Video 2: <https://www.youtube.com/watch?v=JrGXgC58ckl&feature=youtu.be>

-Posters attached.

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

"Please watch this video/look at this poster."

After you have given them time ask the following questions:

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

***Optional Discussion Questions:**

Please respond to the following questions according to the messages you heard/saw in the video/poster.

- 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, mira este video/poster".

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?

***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 esperaré aquí unos minutos para contestarles. Gracias de nuevo, y que tengan una maravilloso y seguro camino a casa. Gracias."

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