

A Tailored Communications Campaign to Reduce Pregnancy-Related Complications and Death

Attachment 2: Focus Group Recruitment Script and Screener

Public reporting burden of this collection of information is estimated to average 2 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. 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. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA 0920-0572.

Section 1: Recruitment Script for Pregnant and Postpartum Women Focus Group Participants

The following is a general script to be used when recruiting pregnant and postpartum focus group participants.

Hi, I'm _____, from V&L Research and Consulting. Our firm is conducting focus groups with currently pregnant and recently postpartum women and a member of their support system, such as a spouse or partner, family member, friend or doula, to assess how these audiences perceive messaging intended to reduce the risk of severe pregnancy-related complications and deaths. Information gathered through these focus groups will help improve public health communication messaging on this topic among pregnant and postpartum women, as well as members of their support system. This project is funded by the Centers for Disease Control & Prevention.

This informal discussion will last about three hours and will be located in Atlanta, GA during the week of _____. The discussions will be audio recorded, but your responses and identification will be kept private to the extent permitted by law.

You will not be asked to buy anything during the focus groups; we are only interested in your opinions. You will receive a \$75 cash gift card as a token of appreciation for participating in this discussion. Also, there will not be any childcare provided during the focus group discussion, so if selected to participate, you would need to make childcare arrangements if you have children.

We are also looking for support members of pregnant and postpartum women to join in separate focus groups so we can understand their opinions about public health communication messages intended to reduce the risk of severe pregnancy-related complications and death. They will also receive \$75 cash gift card for participating in the discussion. If you are interested in participating, qualify for a focus group and have a support person who may be interested, I will ask for their contact information at the end of our call.

To determine if you are eligible to participate in the focus groups, I need to ask you a few questions. All of your responses will be kept private to the extent permitted by law.

[IF POTENTIAL PARTICIPANT HAS ANY QUESTIONS ABOUT THE FOCUS GROUPS THE SCREENER CANNOT ANSWER, SAY:] Please contact [INSERT POINT OF CONTACT AT V&L RESEARCH AND CONSULTING] for answers to your questions.

If potential participant is interested:

<complete screening form in section 3>

If not interested:

Thank you for your time. Have a nice day.

Section 2: Recruitment Script for Support Person of Pregnant and Postpartum Women Focus Group Participants

The following is a general script for recruiting support system members of pregnant and postpartum focus group participants.

Hi, I'm _____ from V&L Research and Consulting and [INSERT NAME OF POTENTIAL PREGNANT OR POSTPARTUM FOCUS GROUP PARTICIPANT WHO PROVIDED SUPPORT PERSON'S CONTACT INFORMATION] provided me with your name and contact information.

Our firm is conducting focus groups with currently pregnant and recently postpartum women and a member of their support system, such as a spouse, family member, friend or doula, to assess how these audiences perceive messaging intended to reduce the risk of severe pregnancy-related complications and deaths. Information gathered through these focus groups will help improve public health communication messaging on this topic among pregnant and postpartum women, as well as members of their support system. This project is funded by the Centers for Disease Control & Prevention.

This informal discussion will last about three hours and will be located in Atlanta, GA during the week of _____. The discussions will be audio recorded, but your responses and identification will be kept private to the extent permitted by law.

You will not be asked to buy anything during the focus groups; we are only interested in your opinions. You will receive a \$75 cash gift card as a token of appreciation for participating in this discussion. Also, there will not be any childcare provided during the focus group discussion, so if selected to participate, you would need to make childcare arrangements if you have children.

[IF POTENTIAL PARTICIPANT HAS ANY QUESTIONS ABOUT THE FOCUS GROUPS THE SCREENER CANNOT ANSWER, SAY:] Please contact [INSERT POINT OF CONTACT AT V&L RESEARCH AND CONSULTING] for answers to your questions.

Are you 18 years of age or older and interested in participating in this in-person focus group to talk about your opinions on public health communication messaging intended to reduce the risk of severe pregnancy-related complications and deaths?

If potential participant is age 18 or older and responds yes to above questions:
[MOVE TO CONTACT INFORMATION PROMPT UNDER SECTION 3]

If not interested and/or not age 18 or older:
Thank you for your time. Have a nice day.

Section 3: Screener Guide for Pregnant and Postpartum Women Focus Group Participants

The following is the screener guide to be used with the recruitment script for pregnant and postpartum participants. If a potential participant responds with an answer that disqualifies them, move directly to the disqualification prompt.

1a. What is your gender?

- Female
- Male **(D)**
- Prefer not to answer **(D)**

25a. What is your age? _____ **(Note to screener: Anyone younger than 25 or older than 45 is disqualified.)**

5a. Please tell me about your race or ethnic background. How do you describe yourself?

Ethnicity:

- Hispanic or Latino
- Not Hispanic or Latino
- Don't Know/Not Sure **(DO NOT READ)**
- Refused **(DO NOT READ)**

Race (you can select one or more):

- White/Caucasian
- Black or African-American
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Don't Know/Not Sure **(DO NOT READ)**
- Refused **(DO NOT READ)**

6a. **(Females Only)** Are you currently pregnant or have you given birth within the last two years?

- Yes
- No **(D)**

6b. **(For Those Who Are Pregnant)** What week in your pregnancy are you?

(Note to screener, only those who will be between 13-32 weeks pregnant during the time of the focus groups are eligible to participate.)

46a. Have you been diagnosed with any of the conditions below within the last 1-2 years associated with a pregnancy?:

- Pulmonary embolism
- Hemorrhage
- Preeclampsia or eclampsia
- Cardiomyopathy
- Other cardiovascular disease
- Infection
- None of the above

8a. Do you have health insurance?

- Yes
- No

8b. (If Yes to Q8a) What best describes your form of health insurance?

- Private insurance through an employer or the health insurance marketplace.
- Public insurance, such as Medicaid or Children's Health Insurance Program (CHIP).

9a. Is there a family member, friend or doula who is currently supporting you during your pregnancy or has been supporting you following your pregnancy who would also be interested in being in a focus group?

- Yes
- No

9b. (If 9a answer is yes) Please describe the support person:

- Spouse or Partner
- Family Member Other Than Spouse
- Doula
- Friend
- Other

D = Disqualified

[IF DISQUALIFIED]:

Thank you for your time. You are not eligible to be in this focus group study. There are many possible reasons why people are not eligible for the study. These reasons were decided previously by the researchers. We value your interest in this research study. Thank you for being willing to participate. If you have any questions about the focus groups, please contact [INSERT POINT OF CONTACT AT V&L RESEARCH AND CONSULTING.]

[IF ELIGIBLE]:

Thank you for your interest in participating in this focus group. You may be eligible to participate in this study. A member of the research team will contact you if you are selected to participate. At that time, they will provide you with more information on the date, time and location of the focus group interview.

As a reminder, we are talking to pregnant and postpartum women and their support persons to assess how these audiences perceive messaging intended to reduce the risk of severe pregnancy-related complications and deaths. During the session, you will be shown communications messages and asked to share your opinion. We will tape-record the talk with your permission, and you will receive a \$75

cash gift card for taking part as a token of appreciation. All of your responses will be kept private to the extent permitted by law.

10. Are you interested in participating in this in-person focus group to talk about your opinions on public health communication messaging intended to reduce the risk of severe pregnancy-related complications and deaths?

- Yes
- No

If interested:

[MOVE TO CONTACT INFORMATION PROMPT]

If not interested:

Thank you for your time. Have a nice day.

[CONTACT INFORMATION PROMPT]

In order for us to let you know if you have been selected to participate in the focus group discussions, your contact information is needed.

11. Name _____

12. Phone (day) _____

13. Phone (evening) _____

14. Email _____

15. What is the best way and time for the study team to reach you? _____

16. (Pregnant and postpartum women who have a support person who may be interested in joining a focus group) What is the name and contact information for your support person? We will reach out to them to see if they would like to join a separate focus group.

Thank you for being willing to participate. Someone from V&L Research and Consulting will be in touch soon with more details if you are selected to participate in a focus group. If you have any questions about the focus groups in the meantime, please contact **[INSERT POINT OF CONTACT AT V&L RESEARCH AND CONSULTING]**.