

SEPSIS EDUCATIONAL EFFORT - MODERATOR'S GUIDE CONSUMERS - WOMEN WHO CARE FOR A CHILD 12 YEARS OR YOUNGER

I. WELCOME, OVERVIEW, AND RULES [5 MINUTES]

Welcome and thank you for agreeing to participate in this focus group. My name is [NAME] and my role is to guide the discussion. I'm not an expert in the topic we'll discuss, so I have no particular agenda or point of view. I work for ICF, a private research organization. The Centers for Disease Control and Prevention (CDC) is sponsoring this health communication initiative. I did not develop any of the messages you will be seeing, so I want to get your honest and frank opinions about them.

The purpose of this focus group is to hear your views and opinions on important health topics concerning sepsis. We will also ask for your feedback on a few materials. Your insights are very important to us, and CDC will use your feedback to improve the materials you will see. Your time today is appreciated. We will have about an hour and 15 minutes for our discussion.

Before we begin, I want to point a few things out:

- Most importantly, there are no “right” or “wrong” answers to the questions I’m going to ask. Please relax and enjoy the discussion.
- We are recording this discussion to ensure that we capture all the information that is provided. I want to give you my full attention and not have to take a lot of notes. At the end of our discussion, I have to write a report and will refer to the recording when writing the report.
- Also, some of the people working on this project are observing or listening to this discussion.
- Everything you have to say will be kept private and any identifying information will be removed from reports and other data. While those of us here today know your name, only the recruitment team/facility knows your address and phone number, and this information will not be given to anyone and no one will contact you after this focus group is over.
- Information learned from these discussions may be presented in documents or materials like reports, conference presentations or posters, or publications. The information may also be shared with other health departments and organizations working to improve sepsis to areas assist with their efforts. Please know that the information you share will not be linked to your name or any other identifying information.
- If at any time you are uncomfortable with my questions, you can choose not to answer. Simply let me know that you prefer not to answer. Your participation in this project is completely voluntary.
- Be sure to only use first names during the discussion or use a made-up name, if you prefer. Please do not use your last name. Also, if you bring up a friend or other person you know as an example in our discussions, please do not use their last name either. So, whenever you mention a name, it should only be a first name and never a last name.

Finally, a few requests before we begin:

- Please respect the other participants' opinions.
- Please maintain privacy - what is said here remains here.
- Please speak one at a time.
- Please turn off your cell phone or put it in vibrate or silent mode.

And as mentioned when you were recruited to participate, you will receive a token of appreciation for participating. At the end, there will be a few minutes to address questions you may have about sepsis with a CDC team member.

Do you have any questions before we get started?

Alright, let's get started. I'd like to go around and have everyone introduce themselves. Please tell me your first name. I'll go first.

II. GENERAL KNOWLEDGE OF SEPSIS AND SOURCES OF INFORMATION ABOUT SEPSIS [15 MINUTES]

Nice to meet you all. Let's get started. First, I'm going to ask you a few general questions about a health condition called sepsis and where you go to get health information.

- 1. What do you know about infections?**
 - PROBE: What do you think infections are?
 - PROBE: What do you think causes infections?
 - PROBE: Who do you think may be at risk for an infection?
 - PROBE: What steps do you think you can take to prevent infections?
 - PROBE: What would you do if you suspected your loved one had an infection?
- 2. Have you heard about sepsis before?**
 - PROBE: Where have you heard about it?
- 3. What do you know about sepsis?**
 - PROBE: What do you think the signs and symptoms of sepsis are?
**[If participants have never heard of sepsis, provide the following definition:
Just to make sure we are on the same page for the remainder of the discussion, *Sepsis is the body's extreme response to an infection. It is life-threatening, and without timely treatment, sepsis can rapidly lead to tissue damage, organ failure, and death.*]**
- 4. Has anyone you know personally (e.g., friend, family) ever been diagnosed with sepsis?**
- 5. Who do you think may be at risk for sepsis?**
 - PROBE: Are you concerned about your loved one's risk of sepsis? Why or why not?
- 6. What steps do you think one can take to prevent infections that can lead to sepsis?**
- 7. What would you do if you suspected your loved one had sepsis?**
 - PROBE: What steps would you take if your loved one had an infection that was not getting better or was getting worse?

8. **Have you actively looked for information about infections and sepsis within the last 3 months? Where did you go to look for this information and why did you go there?**
9. **Have you ever seen, heard, or read any TV, radio, or online advertising about *Get Ahead of Sepsis*?**
 - PROBE: [If yes] Where have you seen or heard about *Get Ahead of Sepsis*?
 - On TV?
 - On Social media?
 - Through e-mail?
 - On a website?
10. **Have you ever seen this logo before?**

**GET AHEAD
OF SEPSIS**

KNOW THE RISKS. SPOT THE SIGNS. ACT FAST.



- PROBE: If so, where have you seen this logo?

III. MATERIAL TESTING [45 MINUTES]

Thank you all so much for the information you've shared so far. Now, I'd like to share some materials with you and get your feedback.

"The Domino Effect" Video [15 MINUTES]

I'd like to share a video with you. I will play it twice and then I have some questions for you.

11. **What is your general reaction to this video?**
12. **Is the information in the video new or something you've heard before? (HMTS 12d) What was the new information to you?**
13. **What information, if any, is confusing, unclear, or hard to understand? (HMTS 6d)**
 - PROBE: Were there any words that were unusual or unfamiliar? (HMTS 4d)
 - PROBE: Do you have any suggestions for making it easier to understand?
14. **Would you take time to watch it if a healthcare professional showed it to you? If you saw it online? Why or why not?**
15. **Is there anything you want to know that the video doesn't tell you? (HMTS 29d)**
 - PROBE: What additional questions (if any) does the video bring up for you but does not answer?

Now, I have a few questions about the motivational aspects of the video.

16. **Do you think you can help your loved one do what the video recommends? Why or why not?**
17. **Does the video motivate you to learn more about sepsis and how to prevent infections? Why or Why not?**

Next, I have a few questions about the visual aspects of the video.

18. **What do you think about the visual presentation on a TV screen?**
 - PROBE: Images? Colors/font? Format of the information on a TV screen? What do you like/don't like?
19. **Would it catch your attention if you saw it somewhere? Would you stop to watch it?**
 - PROBE: What about this video, if anything, grabs your attention?
20. **Where would you expect to see this video?**
 - PROBE: At a healthcare professional's office? On social media?
21. **Would another type of material with this information be more helpful? If so, what type and why would that format be more helpful?**
 - PROBE: What about a poster at your loved one's healthcare professional's office?
 - PROBE: What about a fact sheet at your loved one's healthcare professional's office?
22. **Any other comments you would like to make about this video before we move on to the next material? (HMTS 43e)**
 - PROBE: Likes? Dislikes? Additional suggestions for improvement?

"Protect Yourself and Your Family from Sepsis" Fact Sheet [15 MINUTES]

I'd like to share a fact sheet with you. Please take a few minutes to read through it and let me know when you are ready to discuss. I have some questions to guide our discussion.

23. **What is your general reaction to this fact sheet?**
24. **Is the information in the fact sheet new or something you've heard before? (HMTS 12d) What was the new information to you?**
25. **What information, if any, is confusing, unclear, or hard to understand? (HMTS 6d)**
 - PROBE: Were there any words that were unusual or unfamiliar? (HMTS 4d)
 - PROBE: Do you have any suggestions for making it easier to understand?
26. **Would you take time to read it if a healthcare professional gave it to you? If you saw it online? Why or why not?**
27. **Is there anything you want to know that the fact sheet doesn't tell you? (HMTS 29d)**
 - PROBE: What additional questions (if any) does the fact sheet bring up for you but does not answer?

Now, I have a few questions about the motivational aspects of the fact sheet.

28. **Do you think you can help your loved one do what the fact sheet recommends? Why or why not?**

29. Does the fact sheet motivate you to learn more about sepsis and how to prevent infections? Why or Why not?

Next, I have a few questions about the visual aspects of the fact sheet.

30. What do you think about the overall design?

- PROBE: “Signs and symptoms” graphic? Images? Colors/font? Format of the information within the material? What do you like/don’t like?

31. Would it catch your attention if you saw it somewhere? Would you stop to read it?

- PROBE: What about this fact sheet, if anything, grabs your attention?

32. Where would you expect to receive or find this fact sheet?

- PROBE: At a healthcare professional’s office? On social media?

33. Would another type of material with this information be more helpful? If so, what type and why would that format be more helpful?

- PROBE: What about a poster at your loved one’s healthcare professional’s office?
- PROBE: What about a message on the TV at your loved one’s healthcare professional’s office?

34. Any other comments you would like to make about this fact sheet before we move on to the next material? (HMTS 43e)

- PROBE: Likes? Dislikes? Additional suggestions for improvement?

[“Four Ways to Get Ahead of Sepsis” Animated Video \[15 MINUTES\]](#)

I’d like to share an animated video with you. This is a video you might see in your social media feed or embedded as an ad within a video you’re already watching. I will play it twice and then I have some questions for you.

35. What is your general reaction to this video?

36. Is the information in the video new or something you’ve heard before? (HMTS 12d) What was the new information to you?

37. What information, if any, is confusing, unclear, or hard to understand? (HMTS 6d)

- PROBE: Were there any words that were unusual or unfamiliar? (HMTS 4d)
- PROBE: Do you have any suggestions for making it easier to understand?

38. Would you take time to watch it if a healthcare professional showed it to you? If you saw it online? Why or why not?

39. Is there anything you want to know that the video doesn’t tell you? (HMTS 29d)

- PROBE: What additional questions (if any) does the video bring up for you but does not answer?

Now, I have a few questions about the motivational aspects of the video.

40. Do you think you can help your loved one do what the video recommends? Why or why not?

41. Does the video motivate you to learn more about sepsis and how to prevent infections? Why or Why not?

Next, I have a few questions about the visual aspects of the video.

- 42. What do you think about the visual presentation on a TV screen?**
 - PROBE: Images? Colors/font? Format of the information on a TV screen? What do you like/don't like?
- 43. Would it catch your attention if you saw it somewhere? Would you stop to watch it?**
 - PROBE: What about this video, if anything, grabs your attention?
- 44. Where would you expect to see this video?**
 - PROBE: At a healthcare professional's office? On social media?
- 45. Would another type of material with this information be more helpful? If so, what type and why would that format be more helpful?**
 - PROBE: What about a poster at your loved one's healthcare professional's office?
 - PROBE: What about a fact sheet at your loved one's healthcare professional's office?
- 46. Any other comments you would like to make about this video? (HMTS 43e)**
 - PROBE: Likes? Dislikes? Additional suggestions for improvement?

IV. CLOSING [10 MINUTES]

This has been really great – thank you so much for sharing your thoughts and opinions. Do you have any comments or questions about the materials that you'd like to bring up before we end our discussion?

[After comments/questions are addressed] Let me step out for a moment and check in with my team to see if there are any additional questions before I invite a CDC expert in to answer any questions you may have.

[Ask questions if project team had any. After or if there are no questions, invite CDC expert in and introduce them for QA.]

Thanks for those questions. I hope you found the information helpful. I will go ahead and conclude our discussion now. Please visit www.cdc.gov/sepsis for more information on how to prevent infections that can lead to sepsis. Thanks so much again for your participation.