

MODERATOR DISCUSSION GUIDE

Focus Groups for Testing Health Communication Messages to Promote Hepatitis C Testing among U.S. Adults

I. Background 5 minutes

Thank you for participating in today's discussion.

- My name is [INSERT]. I'm an independent moderator with [CONSULTING FIRM], an independent marketing firm.
- The sole sponsor of these focus groups is the Centers for Disease Control and Prevention—CDC.
- Our conversation today will focus on a health topic. We will be sharing some draft educational materials with you to get your reaction and feedback. The discussion will be about 2 hours.
- There are no wrong answers. You may have different opinions. That's ok—we want to hear all of your opinions.
- Because privacy is important, I'm going to read our Privacy Policy:

READ: None of the comments you make during today's discussion will be linked with your name in any way, and all information from this discussion will be summarized anonymously.

- Some of my colleagues are with me—they are in the back room, taking notes.
- We are also audio-recording this solely so that we have a record of the conversation to report accurately.
- We will just use first names during the conversation.
- We ask that you not share any information, participant comments, or the identities of any participants in today's discussion with others outside of this group.

May I please have a verbal agreement from everyone?

- Please silence your mobile phones and other devices. If you need to step out of the room, feel free to do so and return as quickly as possible to join the conversation.

II. Introductions 10 minutes

- First Name
- Where you live
- Something you like to do for fun in your free time

III. Health Topic Warm-Up 5 minutes

Public reporting burden of this collection of information is estimated to average 2 hours 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

Terrific. Thanks again for joining our discussion. Let's get started.

I'd like to hear from some of you about an advertisement on a health topic that you can remember and that stood out and grabbed your attention. That ad could be on tv, your computer, phone or even at the bus stop. What was it and what made it stand out?

IV. **Print Concept Feedback**

40 minutes

Now we're going to look at some draft print advertisements.

ORDER OF CONCEPTS WILL BE RANDOMIZED FOR EACH GROUP.

Moderator shows one of four print concepts and asks the questions below. The questions are repeated for each concept.

- *(Impressions)* How would you sum up in just a few words your first impression of this message? Do you like it? Not like it? What makes you say that?
- *(Comprehension)* What is the main idea that this message is trying to get across, in your own words?
- *(Content and wording)* Are there any words or phrases here that you think are especially attention-getting or appealing?
- *(Testing Visuals)* How do you feel about the images used in this concept? Are they helpful/engaging? Why/why not?
- *(Testing Visuals)* Are there things about the pictures that you think are particularly ATTENTION-GETTING? APPEALING?
- *(Impressions)* Was this a new idea or something that you've heard before?
- *(Comprehension)* Is it trying to get people to do something? What action would the message prompt you to take?
 - *(Follow-up)* Does this message make you want to do anything?
 - Does it motivate you to take action?
 - Would this make you interested in finding out about getting tested for hepatitis C?
- *(Comprehension)* Is there anything confusing, unclear, or hard to understand?

AFTER SHOWING ALL FOUR PRINT CONCEPTS

Now that we have looked at all four [ads/posters], I'd like you to put a big "#1" on the ONE that you feel is talking to you, is most compelling, and makes you want to get more information /get tested. Then write "Last" on the one that is least compelling or you feel isn't speaking to you.

TALLY RESULTS ON EASEL:

- Thinking about the one you selected as your number one, what set it apart from the others? Discuss.
- Regardless of the one you selected as your number one, which one do you believe tells you what you need to hear to cause you to take an action?
 - *(Follow-up Questions)* Would it make you want to get tested for hepatitis C?
 - If none, what's missing for you?
- What made you rate your bottom, or "last", choice that way? Did you have a negative impression of it, or were the others just better?

- o (Follow-up) Is there anything that could be changed to make it more likely you would be motivated to get tested for hepatitis C?

V. Storyboard Feedback

40 minutes

Next, we're going to look at some draft storyboards. These storyboards are just drafts and will be refined and revised based on your thoughts and comments before being produced into video PSAs.

ORDER OF CONCEPTS WILL BE RANDOMIZED FOR EACH GROUP.

Moderator shows each of the three storyboards twice. Participants will provide comments on a piece of paper before discussing each one. Repeat for each of the three concepts.

Now that you have looked at all three draft storyboards, I'd like you to pick the one that is the most convincing/persuasive to you. So, look at all of them and tell me your top choice by marking it with a #1 on your paper. Then, please write "Last" on the one you found least convincing/persuasive. Now let's see how you rated them by show of hands.

Now that you all have voted, let me ask for a few of you to share your thoughts on some aspects of the draft storyboards. I know we asked you to write down these thoughts, but let's hear your comments in your own words.

For top choice:

- (Impressions) How would you sum up in just a few words your first impression of this message? Do you like it? Not like it? What makes you say that?
- (Testing Media Messages) What was the main message of this storyboard?
- (Testing Media Messages) Is there anything you especially liked about this storyboard?
- (Testing Media Messages) Is there anything you would change about this storyboard?
- (Content and wording) Are there any words or phrases here that you think are especially attention-getting or appealing?
- (Testing Visuals) How do you feel about the images used in this concept? Are they helpful/engaging? Why/why not?
- What about whether or not this storyboard "speaks" to you? If yes, how? If not, to whom did you think it was speaking? What are you connecting/relating to?
- What did you hear in that message that you thought was "important" and that you think you will remember?
- After seeing the storyboard, would you do anything?
(Behavioral intention) After watching these storyboards, will you bring up getting tested for hepatitis C the next time you visit your healthcare provider?
 - If yes, what did you hear that encourages you to do that?
 - If not, what is the main reason you won't talk to your doctor about it?

For last choice:

- What was your overall reaction?
- Was there anything off-putting about the storyboard?
- (Comprehension) Is there anything confusing, unclear, or hard to understand?
- Was it last because the others were better or was there something you didn't like?
- Does it show or say anything that encourages you to take an action?
 - o (Follow-up) Does this message make you want to do anything?
 - Does it motivate you to take action?
 - Would this make you interested in finding out about getting tested for hepatitis C?

- *(Follow-up)* Is there anything that could be changed to make it more likely you would be motivated to get tested for hepatitis C?

COMPARISON OF THE CONCEPTS

Now let's compare the concepts, regardless of ranking...

- If you can only pick one, which is the one you would most like to see produced?
- Is there any one that you would like to tell CDC that they should NOT produce?
- Which images did you relate to most? Were there any that were off-putting?

VI. Health Topic Discussion 15 minutes

Before we end, let's talk a little about what you knew about hepatitis C before you came today.

- *(Introduction)* Have you heard about hepatitis C?
- *(Introduction)* What can you tell me about hepatitis C?
- If someone has hepatitis C, how would they know? *(Listen for symptoms, doctor tells them, they get a specific kind of test for it, etc.)*

Probes: How do you think it is diagnosed? What, if anything, do you know about the tests for it? (Blood test vs something else)

So, if it's a blood test, does that mean you have been tested? *(Listen to see if they think this is part of the standard blood work done at an annual physical)*

- Has your doctor ever discussed testing for hepatitis C with you? Or ordered the test? What did he or she say?

Looks like for the rest of you, your doctor has not discussed hepatitis C. Why do you think that is?

- Do you ever ask your doctor for a test that you have heard about from someone else? *(That might be a friend, an ad, maybe a post on Facebook or magazine articles)*

VII. Wrap Up 5 minutes

What if anything did you hear during this discussion that persuaded you to do something or take some action related to hepatitis C? For example, search on line for more information, go to Facebook or Twitter or other social media platforms to see what people are saying about hepatitis C?

(Behavioral Intention) Will you bring up the issue of getting tested for hepatitis C the next time you visit your healthcare provider?

Thank you.