

Attachment 1. Discussion Prompts for Creative Test Kitchen**DISCUSSION PROMPTS FOR FOCUS GROUPS:****MESSAGE AND PRODUCT INFORMATION GATHERING**

Note to OMB: This document includes all potential questions we may ask across the series of focus groups. We will not ask all of these questions during one session. Rather, we will mix the questions and activities based on the campaign development stage and to ensure we do not overburden participants. Some of the questions also will be customized to reflect the message or product we are testing; we have noted customizable pieces of questions with brackets []. Participants will only be asked to commit 1 hour or less of their time for the focus group discussion.

++

Public reporting burden for this collection of information is estimated to average less than 1 hour per response, including the time for reviewing instructions and providing the information requested. You are not required to respond to any request for information unless it displays a currently valid OMB control number.

I. Welcome (2 mins)

Thank you for coming today. Your participation is very important. I'm _____ and I'm from RTI, a non-profit research organization. The Administration for Children and Families is sponsoring this research. We are talking with young people across the U.S. about how we can work together to design a national campaign *for youth, with youth*. The campaign wants to support you in achieving a healthier, happier future by avoiding some of the potential downsides of sexual activity—things like sexually transmitted diseases and teen pregnancy.

The purpose of today's discussion is to get your input, ideas, and feedback on campaign materials. *You are the experts in this room* - on life, struggles, and wins you experience as a youth. It's your voice that matters, and your voice will direct what this campaign looks like, sounds like and where it will be.

Before we begin, I want to review a few ground rules for our discussion.

- Most importantly, there are no right or wrong answers. We want to know your opinions and what you think about the issues we will be discussing.
- We are audio recording the discussion, so I can give you my full attention and not have to take a lot of notes. We will delete this recording after completing our notes.
- 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.
- Be sure to only use first names during the discussion. 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.

Do you have any questions before we begin?

If you have not already, please complete the screener questionnaire and hand it back to me [\(Appendix A\)](#).

II. Warm Up Activity (4 mins)

Before we begin our discussion, let's spend a little time getting to know one another.

1. Tell me your first name and your favorite movie or TV show.

III. Insight Questions on Topics and Media Behaviors (15 mins)

1. Do you think people your age are having sex? Do not name any friends or yourself.
 - Why do you think of that?
 - When is it not okay to have sex?
2. Where do you go when you have questions about sex and relationships?
 - What are some of the questions you ask?
 - Why don't you go to X or Y (i.e., if they say friends or the Internet – ask why they didn't go to parents or teachers).
 - Whose opinions matter most to you? What makes you say that?
 - What type of information have you found most helpful?
3. What comes to mind when I say “sexual risks”?
 - What does sexual risk mean to you?
4. When you hear about [insert SRA topic such as poverty prevention, goal-setting, healthy relationships], what do you think of?
5. What comes to mind when you hear, “Delay sex until you graduate high school, get a job, and get married”?
 - What if we were to say something like [insert specific modification of this concept]?
 - Would that change the way you look at this statement?
 - Would changing the statement in this way make it more or less believable? More or less appealing? More or less motivating?
6. What are your favorite social media platforms?
 - What do you like about [that/those] platform[s]?
 - Do you watch or like ads that you see on [this/these] social media platform[s]? Why or why not?
 - How do you use [insert social media platform]?
 - What types of accounts and posts do you follow?
 - What do you typically tag friends in or re-gram?
7. How do you use websites?
 - What types of websites are you most likely to visit?

- Would you visit a site with a .org URL? Why or why not?
 - What about a .gov URL? Why or why not?
8. Have you ever seen or shared anything related to teen pregnancy prevention?
- Have you seen cool examples? Can you show me?

IV. Message Feedback

1. Next, we'd like to you vote on some different topics and messages. Please vote on your favorite and least favorite topic.
[\[Present topics, such as goal-setting, avoiding poverty, social norms. Generate consensus on group's favorite and least favorite topics\]](#)
2. Now take a couple minutes to read through these messages related to [insert favorite or least favorite topic]. I'm going to ask you some questions about which messages you like and dislike. These are phrases you might see in our social media posts or on our website.
- Raise your hand if [insert message 1] is your favorite? [\[Go through all messages until the clear winner emerges.\]](#)
- a) Okay, so [most popular message] seems like the favorite. What did you like about this message?
 - b) In your own words, what do you think is the main idea this message is trying to get across?
 - Is it something you relate to? How?
 - c) Which words or phrases do you think are especially attention-getting or appealing?
 - d) Would this message motivate you to make a different decision about [insert desired risk avoidance behavior] in the future?
 - Why or why not?
 - e) Do you feel that the statement is true or believable?
 - f) What feelings do you have in reaction to this message? Anything positive? Anything negative?
 - g) Is there anything that you don't like about this message?
 - h) How can we improve this message?
 - Are there any words that you would change?
 - i) What did you dislike about [least popular message]?

V. Product or Material Feedback (15 min.)

Now I want to show you a sample [insert product] for our campaign. First, I want your feedback on a few different options.

[Show multiple creative concepts for product/material.]

1. Which of these concepts do you like best?
 - What makes you say that?
2. What do you like about these concepts? Dislike?
 - What makes you say that?
3. How would you change these concepts?
 - How might you combine elements from each?

Now, we want your feedback on the overall look and feel for the [insert product/material], as well as the content.

[Show product or material.]

1. What are your initial impressions of this [product/material]?
 - What do you like? Dislike? What makes you say that?
2. What grabs your attention about this [product/material]? What makes you say that?
3. In one word, how does this [product/material] make you feel? What makes you say that?
4. What do you think this [product/material] is about?
5. What do you think about the overall look and feel of this [product/material]?
 - What do you think about the photos or graphics used?
 - What about the colors used?
 - What about the font?
6. What do you think about the content and text in this [product/material]?
 - Probe on specific elements of the content, like quotes, videos, etc.
7. What do you think this [product/material] is asking you to do?
 - Do you feel motivated to do this? Why or why not?
 - If you saw this [insert product/material], what's the first thing you would do?
 - Probe on call-to-action: Would you click this button/watch this video/follow this account?
8. Based on this [product/material] alone, would you be interested in seeing more content from this campaign?
9. How can we improve this [product/material]?

VI. Social Media Content Feedback (15 min.)

Now I want to get your thoughts on our [insert social media platform, like Instagram, YouTube, or Snapchat] account and some posts that may be used for the campaign. Take about 5 minutes to look at the posts [around the room/on the screen].

1. How would you sum up in just a few words your first impression of this [insert social media platform] account?
 - What do you like about it? What do you dislike about it? What makes you say that?

2. In your own words, what do you think is the main idea these posts are trying to get across?
 - Is this message/idea clear or easy to understand?
 - What would make it clearer or easier to understand?

3. What do you like about the account and content
 - Do you like the account name (why/why not)?
 - What did you think about the bio? Do you feel that the statement is true?
 - What do you think about the language? It is something you relate to?
 - Is it youth friendly or trying too hard?
 - What do you like about the imagery (photos/videos)?
 - Do you like the fact that someone that's a peer or close to your age (not an adult) is talking?
 - What was your favorite post? What did you like about it?

4. Is there anything that you don't like about account and content?
 - Language? Photos?
 - What were your least favorite posts? Why did you dislike them?

5. How can we improve this account and content?

6. What can we say or do that would make you want to share posts like this?

VII. Thank You and Close (3 min.)

Okay, we are pretty much out of time. Do you have any last thoughts? Thank you for your participation.

Appendix A: Welcome Survey for Focus Groups

Additional context for OMB: This screener is distributed as a paper questionnaire to participants of in-person focus groups and as a web-based questionnaire to virtual focus group participants. We will ask participants not to put their names on the surveys. We will aggregate the anonymous responses and add them to our database of participant characteristics to adequately describe our sample and ensure we are engaging a diverse sample of adolescents in the U.S. We will delete this database immediately after the project ends.

Tell Us A Little About Yourself

How old are you? _____

What sex were you assigned at birth, on your original birth certificate?

- Male
- Female

How do you describe your gender identity? MARK ONLY ONE ANSWER.

- Male
- Female
- Transgender
- Not Sure
- Something else (specify) _____

Which of the following best represents how you think of yourself? MARK ONLY ONE ANSWER.

- Gay (or lesbian)
- Straight, that is not gay (or lesbian)
- Bisexual
- Something else (specify) _____
- Not sure
- I don't know the answer.

What is your race? Select one or more.

- a. American Indian or Alaska Native
- b. Asian
- c. Black or African American
- d. Native Hawaiian or Other Pacific Islander
- e. White

Are you Hispanic or Latino? Circle one.

- a. Yes
- b. No

For virtual focus group participants: What is your email address? We will only use this email to send you a gift card as a token of appreciation for your appreciation. We will delete your email address immediately after sending this gift card. _____