

Appendix E

Beneficiaries Discussion Guide Instructions

Communications Focus Groups for Remaking the Safety Net

Paperwork Reduction Act of 1995 (Pub. L. 104-13) STATEMENT OF PUBLIC BURDEN: Through this information collection, ACF is gathering information to provide constituent research designed to understand target audiences with experience with economic and social safety net programming. The focus group and research will help identify experiences and perception of participants, and identify ways for the Office of Family Assistance (OFA) to produce communications messaging about safety net programming in a clear and resonant manner. The focus group will assist the program office in; (1) gathering feedback on safety net programming, (2) creating resonant communications messages, and (3) identifying trustworthy and relevant channels for communication with program service providers and beneficiaries. Public reporting for this collection of information is estimated to average 2 hours per respondent, including time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. This collection of information is not required to retain a benefit. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information subject to the requirements of the Paperwork Reduction Act of 1995, unless it displays a currently valid OMB control number. The OMB # for this collection is 0970-0531 and the expiration date is 7/31/2022. If you have any comments on this collection of information, please contact Lizeth Hester, Program Specialist, Training and Technical Assistance - Office of Family Assistance, Lizeth.Hester@acf.hhs.gov (202) 205-8283.

INTRODUCTION (5 Minutes)

INSTRUCTION: [MODERATOR INTRODUCES THEMSELVES AND BRIEFS PARTICIPANT AS TO PURPOSE AND MANNER OF ONLINE FOCUS GROUP. INFORM PARTICIPANTS THE DISCUSSION IS BEING RECORDED FOR THE PURPOSE OF DEVELOPING A REPORT AND OTHER RESEARCHERS ARE CURRENTLY OBSERVING THE GROUP. INFORM PARTICIPANTS THAT THE GROUP IS PART OF A PROJECT OF THE FEDERAL GOVERNMENT AND THAT THEIR RESPONSES WILL IN NO WAY IMPACT THEIR ELIGIBILITY FOR PROGRAMS OR SERVICES. ALL INFORMATION DISCUSSED WILL BE KEPT CONFIDENTIAL AND NOT TIED BACK TO THEM INDIVIDUALLY. REMIND PARTICIPANTS THE INFORMATION DISCUSSED IN THE SESSION SHOULD NOT BE DISCUSSED WITH ANYONE AFTER THE FOCUS GROUP].

MESSAGE MAP TESTING [35 MINUTES]

INSTRUCTION: READ RSN DESCRIPTOR: *This project is about a new government effort called Remaking the Safety Net. The safety net is the large number of government programs designed to help people overcome challenges. Too often it does not help because the programs are not coordinated and are not built to help people achieve their goals. Remaking the Safety Net will rebuild this system so it can help people grow to the point where they do not need it anymore.*

1. INSTRUCTION: LISTEN AND RECORD
2. INSTRUCTION: LISTEN AND RECORD
3. INSTRUCTION: LISTEN AND RECORD; PROBE FOR WHY

INSTRUCTION: READ - *Next, I am going to share some specific messages for "Remaking the Safety Net." The first message I will share is the foundation or core of the strategy. It is a mission statement of sorts.*

INSTRUCTION: SHOW MESSAGE MAP CORE STATEMENT ON SCREEN

To strengthen society, we must strive to help people who are facing challenges. Remaking the Safety Net (RSN) starts with what individuals or families need to be successful, not simply with what government programs have to offer.

4. INSTRUCTION: LISTEN AND RECORD

5. INSTRUCTION: LISTEN AND RECORD

6.

a) INSTRUCTION: LISTEN AND RECORD

b) INSTRUCTION: LISTEN AND RECORD

INSTRUCTION: SET UP NEXT SECTION AND SHARE CREATIVE

INSTRUCTION: SHOW REMAINING MESSAGE MAP COMPONENTS ON SCREEN ONE AT A TIME;
AFTER SHOWING EACH NEW IDEA, ASK QUESTION 16 FOR EACH

7. INSTRUCTION: LISTEN AND RECORD

(B18)

Right now the safety net starts with the services government programs provide. Once we remake the safety net, it will start with what the individual or family needs to overcome challenges.

(B24)

Every individual has the ability to make life work. But society has to help make success possible. Society has fallen down on its end of the bargain. We need to fix that.

(B47)

We must be willing to try new approaches. We will evaluate our work to determine if it actually helps people be successful and achieve independence.

(B68)

Employment is key to making progress and overcoming challenges. As an individual strives to make enough money to live on, government can provide help as he or she works to take care of his or herself, his or her family.

(B53)

We have made a mistake trying to create a one-size-fits-all safety net. Government must help each community develop and implement its own vision for helping people succeed.

(B72)

We will provide support, while helping an individual or family develop the skills and abilities they need to overcome challenges—we will provide what is needed as a person works to achieve independence.

(B39)

Government can bring all parts of society together to build a safety net that creates real partnerships with individuals and families.

8. INSTRUCTION: LISTEN AND RECORD

9. INSTRUCTION: LISTEN AND RECORD

10. INSTRUCTION: LISTEN AND RECORD; PROBE AS BELOW

- a) INSTRUCTION: B18 PROBE What does it mean to “start with what the individual or family needs to overcome challenges”?
- b) INSTRUCTION: B24 PROBE Do you believe society is, in part, responsible for helping people succeed? Why or why not? Do you think this might change how government or community-based organizations work with their clients?
- c) INSTRUCTION: B39 PROBE What would make you feel you could be in a partnership with a government program?

INSTRUCTION: If respondent has no answer, probe on possible partnership with community-based organizations

INSTRUCTION: SET UP ACTIVITY FOR PARTICIPANTS TO WRITE THOUGHTS DOWN INDIVIDUALLY BEFORE GROUP DISCUSSION

11. INSTRUCTION: HAVE PARTICIPANTS READ STATEMENTS AGAIN

- a) INSTRUCTION: PARTICIPANTS TO WRITE DOWN ELEMENTS THEY LIKE
- b) INSTRUCTION: PARTICIPANTS TO WRITE DOWN ELEMENTS THEY DO NOT LIKE
- c) INSTRUCTION: PARTICIPANTS TO WRITE DOWN ELEMENTS THEY FIND CONFUSING OR REQUIRE MORE INFORMATION

12. INSTRUCTION: LISTEN AND RECORD

“DESIGN A SAFETY NET” CREATIVE EXERCISE (20 minutes)

INSTRUCTION: READ INTRODUCTION AND EXERCISE INSTRUCTIONS

13. INSTRUCTION: PARTICIPANTS TO WRITE THOUGHTS/IDEAS

14. INSTRUCTION: PARTICIPANTS TO WRITE THOUGHTS/IDEAS

15. INSTRUCTION: PARTICIPANTS TO WRITE THOUGHTS/IDEAS

16. INSTRUCTION: PARTICIPANTS TO WRITE THOUGHTS/IDEAS

INSTRUCTION: GROUP DISCUSSION OF RESPONSES TO Q16-19

SAFETY NET STRATEGY AND IDEATION RECAP (5 minutes)

17. INSTRUCTION: LISTEN AND RECORD

18. INSTRUCTION: LISTEN AND RECORD

19. INSTRUCTION: LISTEN AND RECORD

- a) INSTRUCTION: LISTEN AND RECORD

20. INSTRUCTION: LISTEN AND RECORD

- a) INSTRUCTION: [PROBE FOR RESOURCES] LISTEN AND RECORD
- b) INSTRUCTION: LISTEN AND RECORD

21. INSTRUCTION: LISTEN AND RECORD

CLOSING

INSTRUCTION: THANK PARTICIPANTS; EXIT INSTRUCTIONS; END SESSION