



Wave 2 Foundational Focus Group Discussion Guide – Parents of 5-11-Year-Olds

Research Objective: Examine attitudes, perceptions, and behaviors related to child vaccine hesitancy for parents of 5-11-year-olds.

NOTE TO REVIEWERS: The discussion guide is written in a purposefully colloquial style to better engage with participants. Question probes are below some main questions and may change. These are suggestions for the moderator to follow and will be used as deemed relevant and necessary in the natural flow of discussion. The discussion guide is developed for a 90-minute session. Moderator instructions are highlighted in yellow and bracketed.

Guidelines and Introductions	10 MINUTES
COVID-19 Context	15 MINUTES
Child Health Care Decision-Making	15 MINUTES
Vaccine Intent	20 MINUTES
Motivators for Vaccination	15 MINUTES
Communications and Messaging	10 MINUTES
Wrap-Up	5 MINUTES
TOTAL TIME	90 MINUTES

GUIDELINES AND INTRODUCTIONS (10 MIN)

Guidelines

Thank you for speaking with me today. My name is _____, and I work for a private research company. Today we want to get your thoughts and opinions about COVID-19.

Before we begin, I want to go over a couple of things:

- There are no wrong answers. Our whole purpose for being here is to hear what you think, so please speak up, especially if what you have to say is different than what someone else is saying. You may represent what a lot of other folks think.
- There may be times I ask you to clarify or ask you to tell more about what you just said. This is simply to make sure I understood and accurately capture what you think, not because I'm challenging your point of view.



- Your participation is voluntary. If I ask any questions you do not wish to answer, you do not have to answer them.
- We want to hear from everyone, but I ask that you speak one at a time, although I understand it can be difficult, especially online. I simply want to make sure I hear everything that everyone says.
- Nothing you say will be tied back to you. Your name and any identifying information will not be used in any of our reports.
- There are some other people listening in who are helping me take notes so that I can fully focus on our conversation and be respectful of your time. At the end of the group, they might have a couple of clarifying questions for us.
- I'll be video recording our conversation; it will only be used to confirm our notes. Only the research staff will have access to this taping and no personally identifiable information will be used in connection with the recording. Does everyone agree to be recorded? **[ASK FOR AGREEMENT THROUGH A SHOW OF HANDS OR HEAD NOD]** I am going to start the recording now.
- Our discussion should take no more than 90 minutes. I appreciate the time that you carved out to be here, and I want to be respectful of that, so I may interrupt us so that we stay on track.

Do you have any questions before we begin?

Introductions/Ice Breaker

I'd like to start by getting to know each of you a bit better. So, I'm going to have everyone go around and share their first name, where you live, and something new you've enjoyed doing with your child during the pandemic.

I can go ahead and get us started.

[MODERATOR INTRODUCES SELF, ANSWERS THE QUESTIONS, AND THEN HAS EACH PARTICIPANT INTRODUCE THEMSELVES AND RESPOND TO THE ICEBREAKER QUESTIONS.]

[MODERATOR TO PROBE AS NEEDED TO GET PARTICIPANTS COMFORTABLE AND TO ESTABLISH RAPPORT.]

[MODERATOR: FOCUS ON THE BOLDDED QUESTIONS. QUESTIONS IDENTIFIED AS PROBES SHOULD BE USED AS NEEDED TO OBTAIN/CLARIFY INFORMATION. SUBQUESTIONS NOT IDENTIFIED AS PROBES SHOULD BE ASKED AS TIME PERMITS.]

COVID-19 CONTEXT (15 MINUTES)

Thank you for sharing. Before we begin, I'd like to confirm something.

- **You were all asked to participate in this focus group because you indicated that you have received a COVID-19 vaccine and are the parent of a 5-11-year-old child who has not received a COVID-19 vaccine. Is that still true?**
[MODERATOR: IF ANYONE IS EITHER NOT VACCINATED THEMSELVES AND/OR HAS A CHILD AGES 5-11 WHO IS VACCINATED, THANK THEM FOR THEIR TIME, AND ASK THEM POLITELY TO LEAVE THE CALL. THEY WILL STILL RECEIVE THE INCENTIVE.]

Thank you. For the purposes of our conversation today, please try to focus on your 5 to 11 year old child(ren) when answering questions.

- **Let's talk about how COVID-19 affects you and your child's daily life right now. I'd like each of you to briefly describe your daily routine and then tell me how COVID-19 has (or has not) affected what you and your child do each day. [MODERATOR: WE ARE INTERESTED IN HEARING ABOUT CURRENT DAILY ROUTINES, NOT FROM EARLIER TIMES IN THE PANDEMIC. RE-FOCUS PARTICIPANTS IF THEY ARE NOT TALKING ABOUT CURRENT DAILY LIFE. PROBE TO ENSURE PARTICIPANTS DISCUSS CHILDREN'S ROUTINES AS WELL AS THEIR OWN.]**
 - [PROBE IF PARTICIPANTS DID NOT MENTION ACTIVITIES OUTSIDE OF WORK/SCHOOLS]: What kinds of activities do you in your free time, and how has COVID-19 affected those activities, if at all?

Thank you all. Let's talk now about any personal experiences you may have had with COVID-19.

- **Have you or anyone you know personally ever been diagnosed with COVID-19? [IF YES, PROBE LIGHTLY FOR WHO THEY KNOW WHO HAS BEEN DIAGNOSED WITH COVID-19—SELF? FAMILY MEMBER? FRIEND? ALSO PROBE ON THE EXPERIENCE WITH COVID-19; HOW SEVERE WAS ILLNESS, ETC.]**
- **How concerned are you about your child getting COVID-19? [PROBE ON REASONS WHY CONCERNED OR NOT.]**
 - How concerned are you about personally getting COVID-19? Other family members? Friends? Community members?
- **[FOR THOSE WHO PREVIOUSLY HAD COVID-19 OR WHOSE CHILD PREVIOUSLY HAD COVID-19]:**
 - **Have your concerns about COVID-19 changed since [you/your child] contracted the virus?**
 - **Are you concerned about [you/your child] contracting the virus again?**
 - **Have your thoughts about the COVID-19 vaccines changed since [you/your child] contracted the virus?**
- **How have your concerns about getting COVID-19 changed since the beginning of the pandemic, if at all?**
- **What kinds of things do you do, if any, to protect yourself and your family from getting COVID-19?**
 - How much control, if any, do you feel you have in protecting yourself and your family from getting COVID-19?

CHILD HEALTH CARE DECISION-MAKING (15 MINUTES)

Let's talk a bit about your general experience with healthcare.

- **When it comes to making decisions about your child's health care, can you tell me what that decision-making process looks like?**
 - For example, who is involved in the discussion? Do you talk with anyone outside of your family?
 - Who typically attends your child's doctor's appointments?

- **Have you had any conversations with your child about health and hygiene during the COVID-19 pandemic?**
 - [PROBE]: Have you talked about preventive measures like wearing masks and practicing social distancing?
 - How often do the people in your family wear masks? In what circumstances and places do you wear masks?

- **Is your child up to date on routine vaccines, such as the measles/mumps/rubella (MMR) vaccine or the annual flu vaccine?**
 - [IF YES FOR SOME OR ALL]: Did your child get the vaccine(s) when they were recommended by their doctor? Why or why not?
 - [IF WAITED TO GET VACCINES]: What were your reasons for waiting to get your child vaccinated?
 - What questions or concerns did you have about the vaccine(s)?
 - What helped you make the decision about whether your child should receive the vaccine(s)?
 - [If not mentioned above]: How often do you and your child get an annual flu shot? What are the reasons you usually do or don't get the flu vaccine?

VACCINE INTENT (20 MINUTES)

Now I'd like to talk more about COVID-19 vaccines.

- **How soon did you get vaccinated once you were eligible for a vaccine?**
 - What motivated you to decide to get vaccinated? (E.g., specific information/data, recommendation from trusted source, desire to stop taking preventive measures, number of cases locally, etc.)
 - [IF ANY WAITED TO GET VACCINATED]: What were some of the reasons you waited to get vaccinated for COVID-19?
 - What were your concerns about getting vaccinated, if any?
 - What was your experience like? Did you have any side effects?
 - How does your experience getting vaccinated impact your views toward your child getting vaccinated?

- **Now that your child is eligible for a COVID-19 vaccine, how soon will you get them vaccinated?**
 - [PROBE IF NECESSARY]: What are some of the reasons for waiting to get your child vaccinated? [PROBE FURTHER IF REASONS FOR WAITING TO GET CHILD VACCINATED ARE DIFFERENT THAN THOSE FOR PARENT.]
 - How long do you intend to wait to get your child vaccinated?
 - What are some of the things on your minds when you're deciding if and when your child will get vaccinated?

- **What do you think are the benefits of your child getting a COVID-19 vaccine, if any?**
- **What do you think are the risks of your child getting a COVID-19 vaccine, if any?**
- **What questions or concerns do you have about your child getting a COVID-19 vaccine?**
 - [PROBE IF NOT MENTIONED]: What questions or concerns, if any, do you have about:
 - Side effects?
 - Potential long-term effects?
 - Safety?
 - Effectiveness?
- **[PARENT], what would make you more likely to get a COVID-19 vaccine for your child? [PROBE IF NOT MENTIONED]: Specific information/data, FDA approval, recommendation from trusted source, number of cases locally, vaccine mandates for certain activities, etc.**
- **In general, about how many of your immediate and extended family members are vaccinated against COVID-19? [MODERATOR: PARTICIPANTS CAN RESPOND GENERALLY; E.G., ALL, MOST, SOME, NONE.]**
 - About how many child family members are vaccinated? Adult family members?
 - How did your family members' decision to get vaccinated (or not) affect your decision about whether to get your child vaccinated?

MOTIVATORS FOR COVID-19 VACCINATION (15 MINUTES)

Let's talk now about where you go to find information about COVID-19 vaccines.

- **Who do you trust most to provide you with accurate information about COVID-19 and vaccines for children?**
 - What makes you trust them?
- **Would recommendations from people you trust affect your decision about whether to get your child a COVID-19 vaccine? [PROBE FOR WHO IF NOT MENTIONED.]**
 - [PROBE]: What about your primary care doctor or pediatrician? Other medical professionals? Friends? Family members? School administrators or teachers?

- **How often do you see information about COVID-19 and vaccines on social media platforms?**
 - Which platforms?
 - What information have you seen shared? [PROBE FOR A RECENT EXAMPLE, IF POSSIBLE.]
 - Who is sharing the information?
 - How trustworthy do you find information about COVID-19 to be on these platforms? How do you determine if information is trustworthy or not? [MODERATOR: YOU CAN CALL BACK TO ANY OF THE EXAMPLES PARTICIPANTS MAY HAVE SHARED.]
 - How often do you seek out additional information after you see something shared on social media?

- **How often do you see information about COVID-19 and vaccines on health-related sites?**
 - Which sites?
 - What information have you seen or sought out?
 - How trustworthy do you find information about COVID-19 to be on these sites?

- **How often does your child participate in in-person events or activities? I'd like you to think about events or activities outside of school. We'll talk about school in just a moment.**

- **How concerned are you about the risk of your child getting COVID-19 when they are attending these in-person events or activities?**
 - What measures do you take to help prevent your child from getting COVID-19 when attending in-person activities?

- **Has there ever been a time when your child has not been able or allowed to participate in an in-person activity because they are not vaccinated?**
 - [IF YES]: How did that make your child feel?
 - Does that make you more or less likely to consider getting your child a COVID-19 vaccine?

- **I'd like to take a quick poll – who has a child who is attending school in-person? Virtually?**
 - How does this impact your thoughts about getting your child a COVID-19 vaccine?
 - [FOR THOSE WHOSE CHILD ATTENDS IN PERSON]: What measures do you take to help prevent your child from getting COVID-19 when attending school in person?
 - [PROBE]: Does your child's school have a mask mandate?

- **[FOR THOSE WHOSE CHILDREN ARE REQUIRED TO WEAR MASKS IN SCHOOL]:** If your child’s school removed mask requirements for students who are vaccinated, would this affect your decision about whether to get your child vaccinated?
- What are your thoughts about COVID-19 vaccine mandates for children in schools?
- Do you know if your child’s school requires students to be vaccinated against COVID-19 to attend in-person, or will in the future?
- Would a COVID-19 vaccine mandate for children attending school in-person affect your decision about whether to get your child vaccinated? If so, how?

COMMUNICATIONS AND MESSAGING (10 MINUTES)

- **What advertisements have you seen about COVID-19, if any? Where have you seen or heard these ads? [PROBE IF NEEDED]:** Television, radio/podcasts, print, social media?
 - Do you recall who created these advertisements?
 - How trustworthy do you find information about COVID-19 to be in these media sources?
 - [If someone mentions “We Can Do This” Campaign, PROBE]: Where have you seen or heard these ads? What do you remember about them?
- **What would you like to see or hear in an advertisement about COVID-19 and children ages 5 to 11?**
 - What kinds of information would be useful to you when deciding whether to get your child vaccinated?
 - Who would you trust as a source for a COVID-19 advertisement?
- **What kinds of conversations about COVID-19 are happening in your community? For example, among your friends and neighbors, community leaders, church congregations, etc.**
- **Have you discussed COVID-19 vaccines for children with others parents or caregivers in your social circle? How about with school faculty or staff?**

WRAP-UP (5 MINUTES)

- Those are all the questions I have for you. I just want to check to see if any of my colleagues have any final questions.



- Is there anything you would like to share that you have not had the chance to before we wrap up?
- Thank you very much for participating in this discussion. I appreciate your time, and your feedback has been extremely helpful. Please remember not to share anything we've discussed here today.