Nursing Home Program Outreach Discussion Guide

This qualitative data collection may take place in person, via the telephone, or on the internet.

Awareness, Attitudes, and Knowledge

AW1. What, if anything, you heard about working in a nursing home setting?

> AW1A. Where did you hear this?

> AW1B. What did you hear that was positive?

> AW1C. What did you hear that was negative?

> AW1D. What did you hear that was confusing?

> AW1E. What did you hear that seemed most important?

K2. When you think about working in a nursing home, what are the first things that come to mind?

PE13. How does the idea of working in a nursing home make you feel?

> PE13A. What makes you feel that way?

> PE13B. What could be done to improve the way you feel about it?

Perceptions

Moderator: "I going to show you some messaging concepts. These concepts are not the final, so I ask that you consider the information you are seeing and not any images that accompany them."

Participants will be shown up to 10 messaging concepts designed to raise awareness about the CMS program to promote uptake of nursing home careers and motivate consideration of enrollment.

PR1. Please put the messages in order from the one you find most motivating to get you to look into the program to the one that you find least motivating.

> PE1B. What made you choose the top messages over other ones?

> PE1C. What did you like less about the bottom messages?

PR7. Looking at these messages, which one do you find most **attention grabbing**?

> PR7A. What is it that makes it most attention grabbing?

PR7.1. Looking at these messages, which one do you find most **motivating**?

> PR7.1A. What is it that makes it most motivating?

PE2. For each top ranked messaging concept What do you like about this message?

> PE2A. What makes you feel that way about it?

> AW2B. What words or phrases stand out to you?

> AW2C. Are there words or phrases that should be said differently?

PE2.1. <u>For each top ranked messaging concept</u> What don't you like about this message?

    PE2.1A. What makes you feel that way about it?

PE8. <u>For each top ranked messaging concept</u> How relevant is this message is for you?

    PE3A. What makes it relevant or not relevant?

PE6. <u>For each top ranked messaging concept</u> In your opinion, does this message make you want to look into the program?

    PE6A. What would make you more likely to want to look into the program?

PE10. What kind of person do you think this program is trying reach?

    PE10A. What makes it right for that kind of person or people?

    PE10C. Who do you think would benefit most from this program?

PR1. Which message do you like best?

    PR6. What makes you like that one best?

    PR1B. Were there particular things that made it stand out or made it unique?

PE7. What, if anything, do you think should be included in messages about this program that is not there currently?

Preferences and Reactions

PE12. What is your reaction to this program that is designed to encourage exploring nursing home careers?

    PE12A. What makes you react in that way?

PE11. How easy or difficult do you think it would be for you to take part in this program?

    PE11A. What would make it [easy/difficult] to do?

    PE11B. What would make it easier?

    PE11C. How likely would you be to look into this program?

Information Sources

B1. Please describe how you would find out about what type of career or setting you would like to work in as a nursing professional.

SOI5. Where would you expect to see information about this program?

    AW3. What would be the best way to get you information about a program to encourage people to choose nursing home careers?

SOI3. What sources of information do you trust most for information about deciding on nursing careers?

SOI3A. What makes for a trusted source of information?

SOI3C. What organizations do you trust most?

General Questions

G5. What questions do you have about this program?

Wrap-Up and Closing

G5.1 Those are all the questions I have for you. Do any of you have any final thoughts you would like to add?