

OWH PPD Campaign Concept Testing Focus Group Moderator's Guide

4/5/2022

Formatting notes: Anything in ALL CAPS or brackets is for content organization or includes instructions for the moderator. Anything in lower-case will be shared with respondents.

A. INTRODUCTIONS, EXPLANATION OF FOCUS GROUP PROCESS, GROUND RULES (10 min)

[MODERATOR WELCOMES WOMEN AS THEY LOG IN AND GIVES INSTRUCTIONS FOR ADDING THEIR FIRST NAME OR THE NAME THEY ARE USING UNDER THEIR VIDEO IMAGE IN THE ZOOM PLATFORM. ONCE ALL WOMEN HAVE ARRIVED OR APPROXIMATELY 5 MINUTES INTO THE SESSION THE MODERATOR INTRODUCES HERSELF AND WHO SHE IS REPRESENTING]

Welcome! On behalf of the U.S. Department of Health & Human Services' Office on Women's Health, we are conducting this focus group session as part of research that will result in information for new mothers who may be at risk of postpartum depression (PPD). You can find out more about the Office on Women's Health at: www.womenshealth.gov. For more information about the research, you can contact the LTG Associates' Project Director at 301-270-0882 extension 701, email us at momshealth@norc.org or call 1-877-229-4783, or the **OWH Project Manager at (202) 690.0348**.

The purpose of this group today is to get your reactions to some information about being a new mom that will become part of videos and materials for a campaign.

- First, we will be recording the discussion in Zoom. This will allow us to review what was said and write a report that will help to make sure that the information is effective with new moms. Only project staff will see and hear the recordings. Because the recording is important to us being able to learn from the group, if you do not wish to be recorded, you can choose not to participate in the group. If you choose not to participate, you can exit the Zoom at this time, or at any time during the session. However, we value your reactions and participation in the group discussion to help reach our goals. You are free not to answer any question that we ask, however if you aren't willing or able to participate, we will thank you for coming and you are free to exit now. However, we value your reactions and participation in the group discussion to help reach our goals to reach and support new moms.
- To participate in the group, we ask that you keep your camera on, but mute your audio when you are not talking. To mute and unmute, move your mouse arrow to hover over the bottom of the screen and click the microphone icon on the left side of the screen. You can practice now as needed. Let me know if you are having any trouble with the mute function in Zoom.
- We will keep everything you say in this discussion private. No names or other identifying information will ever be reported. All comments and discussions will be kept confidential. However, we may use a quote from the session without including your name in our report.
- There are no "right" or "wrong" answers to the questions I will be asking. We want your honest opinions. Please feel free to agree as well as disagree with one another and feel free to ask questions.
- Please speak clearly and loudly enough for everyone to hear you. Also, speak one at a time without interrupting others so we can capture what each of you has to say on the recording.

- This discussion will last about two hours. I understand this can be a long period of time for a new mom. If you need to feed or tend to your baby during the session, we understand, but would like to ask for your attention to the conversation and items displayed as much as possible so we get your important reactions.
- During the session, I will ask you about your experience being a mom with your new baby and your feelings during this time. I will show you some images and text on the computer screen and we will talk about them; however, these topics have the possibility to bring up sensitive, emotional responses. If any uncomfortable feelings come up, you can take a break or leave at any time. We want everyone to participate in a way that makes them comfortable, and we want to know if anything we share might bring up difficult emotional responses. I will put some information up on the screen now in case you need help with any serious mental health or emotional concerns or would like more information about your rights as a study participant.

SCREEN DISPLAYED:

If you need help with any serious mental health or emotional concerns, or are concerned about your drug or alcohol use, call 911 in case of emergency, or contact one of these organizations for free and confidential help:

If you need to talk to someone about:	Call or text:
<ul style="list-style-type: none"> • Feelings of depression, including <ul style="list-style-type: none"> • Sadness or crying most of the time • Feeling unconnected to your baby • Not being able to take care of yourself, including sleeping, eating, or bathing 	<ul style="list-style-type: none"> • Postpartum Support International 1-800-944-4PPD (4773) and leave a message. A volunteer will call back as soon as possible
<ul style="list-style-type: none"> • Getting help with a mental health condition • Getting help with drug or alcohol use 	<ul style="list-style-type: none"> • Substance Abuse and Mental Health Services Administration's national helpline 1-800-662-HELP (4357)
<ul style="list-style-type: none"> • Any type of crisis 	<ul style="list-style-type: none"> • Text HOME to 741741 from anywhere in the USA
<ul style="list-style-type: none"> • Thoughts of hurting or killing yourself • Thoughts of hurting your baby or anyone else 	<ul style="list-style-type: none"> • National Suicide Prevention Lifeline 1-800-273-TALK (8255) • 911

If you have questions about your rights as a study participant, you can contact the LTG Associates' Project Director at 301-270-0882 extension 701, email us at momshealth@norc.org or call 1-877-229-4783, or the OWH Project Manager at 301-XXXXXXX...

END SCREEN DISPLAY

- As part of this session, I will share some words and images with you. When I ask you, please open the "chat" box and send me, "the moderator," your thoughts. You can also write things down for yourself and then share your thoughts when we move into a discussion. After everyone has a chance to think about the words and images, we will have a group discussion.
- You can use the chat function in Zoom by moving your mouse arrow to hover over the bottom portion of the screen and clicking the comment bubble icon in the middle of the bar. A window will open to the right of the screen where you can see the people's comments. You can select who you want to chat with by clicking the down arrow/box next to the "To" at the bottom of the window. You can chat with everyone or with just one participant. There are also emojis you can use in the chat if

you click on the smiley face at the bottom right of the window. Please note the moderator will see all the chat. You can practice now if needed. Let me know if you are having any trouble with the chat function in Zoom, or any of the other functions.

- I may also ask for you to respond to polls in the chat or ask you to provide some chat privately to the moderator.
- Finally, some of my team members may be in the session with their cameras and microphones off – they are only here to listen and learn.

So, are there any questions or concerns before we get started? Let's make some introductions.

[INTRODUCTIONS: HAVE EACH RESPONDENT INTRODUCE THEMSELVES: FIRST NAME, CITY WHERE THEY LIVE, NUMBER AND AGES OF CHILDREN]

- Please say just your first name, the city where you live and the number and ages of your children.

B. FORMING THE GROUP/BREAKING THE ICE (5-10 min)

1. As a new mom, how have the first few months at home with your baby been going?
2. What have been the biggest challenges for you?
3. What have you heard about postpartum depression?
4. Who have you heard from about postpartum depression?

[PROBE FOR MULTIPLE ANSWERS]

C. INTRODUCTION TO CONCEPT TESTING (5 min)

Now, I want you to look at some concepts or ideas for information that may be created as part of a campaign for the Office on Women's Health in the U.S. Department of Health and Human Services. We want your thoughts as new moms to help us to create the best information for other moms. Your input today will help decide what is used to develop some videos and other materials. These videos will be shown online, through social media and other places where moms might see them. Before the videos are made, the creators put together pictures and text to give a sense of what they might look like. I will show you some of these and the text that might go with them to get your reactions. Again, these are just draft ideas – your responses will help us to decide on what they will finally look like.

[NOTE TO MODERATOR: EMPHASIZE THAT THE PHOTOS ARE JUST SAMPLES, SO PARTICIPANTS SHOULDN'T BE TOO CONCERNED ABOUT THE IMAGERY.]

I am going to show you three options for the draft videos. These are concepts or ideas about how moms might be feeling since their new baby was born. After each one, you can write down what you think and then we will have a discussion and hear from everyone. I will ask the same questions after each idea.

Remember, the options I will show you are not the finished versions. Please think about the ideas and don't worry about how the final materials will look. We want your reaction to the way things are said, the main characters, and generally the message that you get. The pictures in the draft are just to give you an idea and will not be the actual images picked for the final versions.

One last thing before we get started, the research team on this Zoom did not create the information you will be seeing. Your honest reactions and input will help the creators improve the information.

[DETERMINE WHAT TO SHOW FIRST/ETC; ROTATE THE ORDER. ASK RESPONDENTS TO JOT DOWN THE MAIN POINTS COMMUNICATED. ASK THEM TO JOT DOWN AS MANY POINTS AS THEY CAN THINK OF AFTER SEEING/HEARING EACH CONCEPT. THERE SHOULD BE NO DISCUSSION DURING THIS PART OF THE SESSION. AFTER SHOWING ALL THE CONCEPTS, REVIEW THEIR REACTION AND MESSAGES FOR THE CAMPAIGN WITH QUESTIONS BELOW.]

D. CONCEPT TESTING: CONCEPTS WILL BE RANDOMLY PRESENTED ONE AT A TIME, WITH 1- 3 STEPS FOR EACH CONCEPT BEFORE MOVING ON TO THE NEXT CONCEPT. (15 MINUTES EACH CONCEPT, WHEN DONE TIME PASSED = UP TO 1 hr, 10 min).

- PRESENTATION OF CONCEPT – SHOW THE GROUP EACH CONCEPT ONE AT A TIME. WHEN FIRST CONCEPTS ARE SHOWN, EXPLAIN THAT THEY START OUT AS IDEAS WITH IMAGES AND TEXT, WHICH ARE LIKE ROUGH DRAFTS OF WHAT THE FINISHED VERSIONS WILL LOOK LIKE.
- MODERATOR TYPES IN THE PLATFORM CHAT THE NAME OF CONCEPT AND REQUEST TO RESPONDENTS TO TYPE IN THEIR REACTIONS TO THE MODERATOR IN THE CHAT. RESPONDENTS TYPE IN/WRITE DOWN MAIN MESSAGE AND EMOTIONAL REACTION FOR EACH CONCEPT. ASK THEM TO TYPE/WRITE DOWN AS MANY MESSAGES AS THEY CAN THINK OF. THERE SHOULD BE NO DISCUSSION DURING THIS PART OF THE SESSION.
- DISCUSSION OF CONCEPTS
 1. INITIAL REACTION/EMOTIONAL REACTION
 - What is your first reaction to this option?
 - What do you feel when you see these images and text? [GET SPECIFICS]
 - What part of this one makes you feel [XX FILL IN EMOTION SHARED]? [REPEAT FOR EACH EMOTION SHARED]
 2. PERCEPTION OF MAIN MESSAGE
 - What do you think is the main message in this option?
 - What other messages do you get from this one?
 - What is this one asking you to do?
 - If you had to describe the message of this one to another mom, what would you tell them? [ASK THE GROUP TO SHARE WHAT MESSAGES THEY TYPED IN OR WROTE DOWN. OR PROBE BASED ON ENTRIES INTO CHAT. PROBE FOR MULTIPLE ANSWERS AND SPECIFICS. PROBE FOR SPECIFICS ON TERMINOLOGY FOR PPD.]
 3. IMPORTANCE OF MAIN MESSAGES
 - In what ways are these messages important to you? Which ones? Why? Why not?
 - What concerns have you had about postpartum depression?
 - How about other moms you know, what concerns have they had about postpartum depression?
 - How do you think that other moms might react to this information as it is presented here?
 - Do you think it could make them uncomfortable or upset? If yes, please tell me how and why.
 4. BELIEVABILITY/CREDIBILITY
 - Are these images/messages believable? Why or why not?
 - Would you share them with other moms you know?
 - MESSAGE STRENGTH
 - Was there anything that was difficult to understand or didn't make sense in this one? or is confusing/unclear?

5. LIKES/DISLIKES

- Now, let's talk about what you may have liked or disliked about this one. It does not matter so much if you like or dislike it. What is more important is that we understand why you like or dislike it, and what parts.
- What do you like about this one? [GET SPECIFICS ABOUT WHY]
- What do you dislike about this one? [GET SPECIFICS, PROBE AS NEEDED ABOUT WHY]

6. PERSONAL, COMMUNITY AND CULTURAL RELEVANCE

- Does this one seem like it was meant for you? That it speaks to you? [PROBE ON RELEVANCE.]
- Who do you think this one was made for?

E. SELECTION OF PREFERRED CONCEPT (15min, When Done Time passed= up to 1 hr, 25 min)

We will now compare the three options to each other to get your input on what you like more or less about them. [SHOW THE DRAFTS AGAIN IN THE ORDER PROVIDED]

1. LIKELIHOOD FOR INTENTION TO PERFORM BEHAVIOR

- Which option is most likely to encourage you to talk to a health care provider about postpartum depression?
- Why or why not?
- [IF NOT] Would one of them encourage you to talk to someone else? [PROBE ON WHO, AND WHAT ABOUT THE CONCEPT WOULD ENCOURAGE THEM TO TALK WITH SOMEONE]

2. DETERMINE GREATEST CLARITY AMONG OPTIONS

- Which one was able to get its message across most clearly? [GET REASONS]

3. MOST EMOTIONALLY COMPELLING

- Which one gave you the strongest positive emotional reaction?
- Which one gave you the strongest negative emotional reaction?
- Why did this one or that one make you feel that way?

4. SHARING THE MESSAGE WITH FRIENDS OR FAMILY

- Which of these options would you choose if you wanted to share it with your friends or family to help them learn more about postpartum depression? Why?
 - o How would you share it with them?

5. WEBSITE VISITATION

- Which option would motivate you to go to the OWH website www.womenshealth.gov?
- What would you expect to see/get at the website?
- What do you want to find on the website? [PROBE FOR SPECIFICS]
- What do you think about the URL for the website? What concerns might you have with visiting that address?

6. CONCEPT PREFERENCE

- Of all of the three options, which one did you think was the best? [GET HAND COUNT FOR EACH CONCEPT]

F. FOR PREFERRED CONCEPT SUPPORT FOR MESSAGE STRATEGIES (10 min, When Done Time passed= up to 1 hr, 35 min)

1. QUESTIONS ABOUT NORMS

- After seeing this one, how common do you think it is for new moms to struggle after having a baby?

- After seeing this one, how common do you think postpartum depression is?
 - After seeing this one, how would you feel about seeking treatment if you were struggling emotionally?
2. QUESTIONS SPECIFIC TO SELF-EFFICACY FOR CARE
 - How much does this one help you feel like it is okay to get help for postpartum depression?
 - How much does this one help you feel like it is okay to talk to a health care provider about postpartum depression?
 - How much did this one help you feel confident you can seek help if you experience postpartum depression? [PROBE: What parts made you feel confident?]
 3. QUESTIONS SPECIFIC TO OUTCOME EVALUATIONS
 - Based on this one, how likely to do you think it is that you could get help from a health care provider for postpartum depression? [PROBE: What about it made you feel that you could get any help you might need?]

G. DISCUSSION OF TAILORED MESSAGES BY SEGMENT/GROUP

Now, I want you to look at some phrases without images for information that may be created as part of the same campaign. These phrases might be used online, as social media posts, in a smart phone text program or through other communication channels. The creators put these drafts together for us to share with you to make sure they get their messages across to moms like you.

H. TAILORED MESSAGE TESTING: MESSAGES/PHRASES WILL BE RANDOMLY PRESENTED ONE AT A TIME, WITH 1- 3 STEPS FOR EACH MESSAGE BEFORE MOVING ON TO THE NEXT MESSAGE. (5 MINUTES EACH MESSAGE SET (THINK, DO, BELIEVE), WHEN DONE TIME PASSED = UP TO 1 hr, 50 min).

- PRESENTATION OF MESSAGE/PHRASE – SHOW THE GROUP EACH MESSAGE ONE AT A TIME.
 - MODERATOR TYPES IN THE PLATFORM CHAT THE NAME OF MESSAGE SET AND REQUESTS THAT RESPONDENTS TYPE IN THEIR REACTIONS TO THE MODERATOR IN THE CHAT. RESPONDENTS TYPE IN/WRITE DOWN REACTIONS. ASK THEM TO TYPE/WRITE DOWN AS MANY THOUGHTS THAT COME UP. THERE SHOULD BE NO DISCUSSION DURING THIS PART OF THE SESSION.
 - DISCUSSION OF TAILORED MESSAGES/PHRASES
1. INITIAL REACTION/EMOTIONAL REACTION
 - What is your first reaction to this phrase?
 - What do you feel when read this phrase? [GET SPECIFICS]
 - What part of this phrase makes you feel [XX FILL IN EMOTION SHARED]? [REPEAT FOR EACH EMOTION SHARED]
 2. PERCEPTION OF MAIN MESSAGE
 - What is this phrase asking you to do?
 - If you had to rephrase the message of this text to another mom, what would you tell them?
 3. BELIEVABILITY/CREDIBILITY
 - Is this message believable? Why or why not?
 - Would you share it with other moms you know?
 4. MESSAGE STRENGTH
 - Was there anything that was difficult to understand or didn't make sense in this one? or is confusing/unclear?
 5. LIKES/DISLIKES
 - What do you like about this phrase? [GET SPECIFICS ABOUT WHY]

- What do you dislike about this phrase? [GET SPECIFICS, PROBE AS NEEDED ABOUT WHY]
6. PERSONAL, COMMUNITY AND CULTURAL RELEVANCE
- Does this phrase seem like it was meant for you? That it speaks to you? [PROBE ON RELEVANCE.]
 - Who do you think this phrase was made for?
7. LIKELIHOOD FOR ACTION
- How likely are you to do what the phrase is saying?

I. OTHER COMMENTS (2-3 min)

- Are there any other comments you would like to share with me about these draft ideas or how you think others might react to them?

J. THANKS AND CLOSURE (2-3 min)

- Thank you so much for your time today. We really appreciate your important feedback on these drafts.

K. INTERVIEW STIMULI

1. The Postpartum Project
2. Mom Milestones
3. My PPD Story