

Focus Group of Referral Staff

Instructions for moderators

Before you begin, read the verbal consent script. Ask each respondent to respond to two requests for consent: (1) consent for participating in the focus group and (2) consent to record the focus group. Do not record the focus group if you do not have all the respondents' consent to do so. Do not start recording until after all the respondents have agreed.

CONSENT SCRIPT

First round: Thank you for taking the time to speak with us today. My name is [NAME 1], and I work for a research organization called Mathematica. [NAME 2] is also from Mathematica and will be taking notes during today's focus group. Our discussion today will help us understand what is working well and what is not working well for you in referring your clients to MOMS Partnership and how we can help you with that process. This is the first of up to four meetings like this.

Later rounds: Thank you for taking the time to speak with us today. As a reminder, my name is [NAME 1], and I work for a research organization called Mathematica. [NAME 2] is also from Mathematica and will be taking notes during today's focus group. As a result of our last discussion, some changes were made to the referral process. Our discussion today will help you and other Viability staff further improve the referral process.

Participation in this focus group is voluntary. There are no penalties or consequences for deciding not to participate in the focus group. We would like to hear from each of you, but you do not need to answer any question that is asked during the focus group.

We would also like your permission to record the conversation, so we can accurately capture what you have to say. If you do not agree to the recording, you can still participate, and we will not record it and [NAME 2] will take notes. Only Mathematica and Viability staff will have access to the recording and notes.

Do you have any questions about the study?

Before we can begin, I need to confirm your participation by asking you two questions:

- Do you agree to participate in the study? *Yes/No*
- *If yes:* Do you agree to the audio recording? *Yes/No*

A. Ground Rules

Now I just need to go over a few ground rules.

- A focus group is just a guided discussion. As the facilitator, I have a set of questions that I'd like to cover today, but we encourage open conversation.
- This discussion will last up to 60 minutes.
- Please speak one at a time, in a voice as loud as mine and mute your phone if you're not speaking so we don't get background noise. We also hope you will use the video feature so we can see you. This will help me follow the discussion and it will also help us with the recording and notes.

- We really want to hear from everyone today, but you don't have to answer every question.
- There may be times in the discussion where you feel differently from others and we want to hear about that. Even though you may feel differently than others in this [virtual] room, you represent others who aren't participating today who may have similar feelings.
- We want to hear the good and the bad – there are no right or wrong answers here, and we respect differences of opinion.
- This session is private. We ask that you respect each other's privacy once we end the focus group– in other words, what happens in the focus group stays in the focus group!

Does anyone/Do you have any questions about the ground rules or about this discussion? (*Facilitator addresses any final questions and turns on recorder if all consented.*)

B. Introductions

1. *For focus groups only:* To start, we would love to have everyone share:
 - a. Your first name
 - b. Your role at your agency or with MOMS Partnership

C. Recruitment and Enrollment

1. What excites you most about talking to people about the opportunity to sign up for MOMS Partnership?
2. To what extent is the MOMS Partnership messaging motivating? What resonates with people? What is uninspiring or a turnoff?
3. What comes up for you when you see the MOMS Partnership marketing materials and hear Viability staff talk about it? What are your initial reactions? What feels clear to you? What feels unclear?
4. What do the people you serve say about MOMS Partnership? What do you hear from your colleagues or others in the community?
5. Have you been reaching out directly to clients to tell them about MOMS Partnership?
 - a. If yes, what outreach strategies are you using? Which are working well? What hasn't worked as well?
 - b. If no, what might be preventing you from reaching out? What additional supports might you need to share information about MOMS Partnership?
6. Based on your experience or what you have heard about MOMS Partnership, how likely are women to sign up based on the outreach and recruitment approach? What works best? What could be improved?
7. What are your reactions to the study? What are you most curious about? What feels clear? What feels unclear?
8. What has been your experience with identifying women that are a good fit and eligible for MOMS Partnership? Where have you been most successful? What have been the challenges?
9. What advice would you give to the MOMS Partnership team to spread the word about MOMS? What strategies could they use? What might be improved?

Thank you for sharing your opinions and experiences with me today. This has been very helpful. Please contact me directly if there is anything you would like to discuss or if you have any concerns.

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