

Increasing the Impact of NIOSH Heat Stress Products

in Outdoor Worker Populations

Focus Group Guide for Employers/Supervisors (English) 8.16.21

A. INTRODUCTION

3 Minutes

MODERATOR: Welcome, and thank you for participating in today's discussion. My name is _____. Today, I am interested in hearing your opinions about what materials and tools could help you understand heat stress or how the heat affects you at your job.

Your feedback will ultimately help the Centers for Disease Control and Prevention better understand your needs and develop new communication products to support workers like you.

Before we begin, I want to go over a few ground rules for our discussion, which will last about 90 minutes.

- Your participation is voluntary, and you may choose not to answer any question or withdraw from the discussion at any time.
- Everything we discuss today will be kept in private to the extent allowable by law. Your name and contact information will not be given to anyone else, and no one will contact you after this discussion is over.
- Your comments during this focus group will not be shared with others from your workplace.
- It is also important to note that I don't work for the people funding this focus group, and I'm not trying to sell you anything. So, feel free, to be honest as possible – you won't hurt my feelings.
- Most importantly, there are no right or wrong answers. None of these are trick questions. I want to know your opinions.

B. SELF-INTROS:

5 Minutes

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Let's begin our discussion with a brief introduction. If we can go around the table, please state your **First Name, Type of Work, and Number of Employees.**

I. GENERAL BACKGROUND QUESTIONS

10 Minutes

Moderator: Let's talk about working outdoors in hot conditions.

1. What are the challenges or risks of working outdoors in hot conditions? What are the health risks?
2. Have you looked for information on heat stress before? Where? What sources? **IF NOT MENTIONED, PROBE FOR:**
 - Brochures?
 - Organizations?
 - Internet?
3. What types of information would you look for?
4. Is heat stress an issue at your workplace? Is it discussed?
5. What actions have you taken, if any, in the past?
6. Do you think it's the role of the employer/supervisor to address heat stress? Why or why not?
7. What are some of the barriers to providing heat stress info in your workplace?
8. What would make it easier?

II. Product 1: NIOSH Heat stress training for employers of outdoor workers

A. PRODUCT 1: BACKGROUND TRAINING ON HEAT STRESS

10 MINUTES

MODERATOR: Now, we will look at some slides based on an in-development training named "Heat Stress Training for Outdoor Workers." This training would be available on a website for anyone to use.

MODERATOR: SHOW THE FIRST SET OF SLIDES.

IMPRESSIONS

1. How would you sum up in just a few words your first impression of these slides?

LIKES/DISLIKES

2. Are there specific slides you like/dislike? What makes you say that? **PROBE FOR:**
 - Images?
 - Colors and graphics?
 - Font type/sizes?
 - Length?
3. What do you like/dislike about how it is written?
 - Is it easy to read?
 - Are any words unfamiliar?
 - Any words/phrases you would replace?
 - Do the slides tell you everything you need to know? Anything missing?

IMPROVEMENTS

4. How can these slides be improved?
5. Anything you would change to illustrate the information/message better?
6. Any slides you would suggest removing? Why?

A. PRODUCT 1: RISK FACTORS FOR HEAT-RELATED ILLNESS

10 MINUTES

MODERATOR: This next set of slides is on risk factors for heat-related illness. This set of slides starts with an overview image that shows all the risk factors. Subsequent slides will provide additional details about each risk factor.

IMPRESSIONS

1. How would you sum up in just a few words your first impression of these slides?

LIKES/DISLIKES

2. Are there specific slides you like/dislike? What makes you say that? **PROBE FOR:**
 - Images?
 - Colors and graphics?
 - Font type/sizes?
 - Length of content? – Too wordy? Sparse?
3. What do you like/dislike about how it is written?
 - Is it easy to read?
 - Are any words unfamiliar?
 - Any words/phrases you would replace?
 - Do the slides tell you everything you need to know? Anything missing?

IMPROVEMENTS

7. How can these slides be improved?
8. Anything you would change to illustrate the information/message better?
9. Any slides you would suggest removing? Why?
10. Is the slide distinguishing the two types of heat stroke useful?

MODERATOR: For the following questions, I want you only to consider the slide on Individual Risk Factors: Lack of Recent Exposure.

COMPREHENSION (LACK OF RECENT EXPOSURE)

11. What do you think is the main idea of this slide?
12. What action would the message prompt you to take?
13. Is there anything confusing, unclear, or hard to understand?

B. PRODUCT 1: HEAT-RELATED ILLNESSES

15 MINUTES

MODERATOR: This next set of slides covers different types of heat-related illnesses. The first intro slides shows a variety of heat-related illnesses. Subsequent slides provide additional details on each heat-related illness. A few examples are provided.

IMPRESSIONS

1. How would you sum up in just a few words your first impression of these slides?

LIKES/DISLIKES

2. Are there specific slides you like/dislike? What makes you say that? **PROBE FOR:**
 - Images?
 - Colors and graphics?
 - Font type/sizes?
 - Length of content? – Too wordy? Sparse?
3. What do you like/dislike about how it is written?
 - Is it easy to read?
 - Are any words unfamiliar?
 - Any words/phrases you would replace?
 - Do the slides tell you everything you need to know? Anything missing?

IMPROVEMENTS

4. How can these slides be improved?
5. Anything you would change to illustrate the information/message better?
6. Any slides you would suggest removing? Why?

MODERATOR: For the following questions, I want you only to consider the slide on Individual Risk Factors: Lack of Recent Exposure.

c. PRODUCT 1: RECOMMENDATIONS FOR HEAT STRESS CONTROL 15 MINUTES

MODERATOR: This last set of slides provides a couple of recommendations for heat stress control at the workplace. These particular recommendations are related to acclimatization and hydration.

IMPRESSIONS

1. How would you sum up in just a few words your first impression of these slides?

LIKES/DISLIKES

2. Are there specific slides you like/dislike? What makes you say that? **PROBE FOR:**
 - Images?
 - Colors and graphics?
 - Font type/sizes?
 - Length of content? – Too wordy? Sparse?
3. What do you like/dislike about how it is written?
 - b. Is it easy to read?
 - c. Are any words unfamiliar?
 - d. Any words/phrases you would replace?
 - e. Do the slides tell you everything you need to know? Anything missing?

IMPROVEMENTS

4. How can these slides be improved?
5. Anything you would change to illustrate the information/message better?
6. Any slides you would suggest removing? Why?

MODERATOR: For the following questions, I want you only to consider the slide on Acclimatization.

COMPREHENSION (ACCLIMATIZATION)

7. What do you think is the main idea of this slide?
8. What action would the message prompt you to take?
9. Is there anything confusing, unclear, or hard to understand?
10. Were there any words that were unusual or unfamiliar?

BARRIERS TO USE (ACCLIMATIZATION)

11. SHOW OF HANDS: Would you consider implementing an acclimatization plan? Why or why not?
 - How feasible is it that you would try to do this? Please explain.
 - What makes it hard to do this?
12. How easy are these recommendations for you to follow and understand?
 - What, if anything, makes it difficult to follow? How might this be presented in an easier way?

D. PRODUCT 1: REVIEW OF ALL TRAINING SLIDES

5 MINUTES

MODERATOR: For these last questions, consider all the training slides you have just seen.

1. Does this training make you want to do anything new or different at work?
2. Would this make you interested in finding out about heat stress prevention in your workplace?
3. Is there anything that could be changed to make it more likely you would be motivated to learn more about heat stress and create or modify your own workplace heat safety plans?

III.Product 2: OSHA-NIOSH Heat Safety Tool App

20 MINUTES

Hopefully, everyone has downloaded the OSHA-NIOSH Heat Safety Tool app onto their smartphone. Please go ahead and open the app and look at the home screen where you should see a meter that displays the heat index.

IMPRESSIONS

4. How would you sum up your first impression of the app's home screen in just a few words?
5. Have you heard of this app before? Where? In what setting?

LIKES/DISLIKES

6. What do you like/dislike about the app's appearance? **PROBE FOR:**
 - Images – Are they helpful and engaging?
 - Colors and graphics?
7. Do you like how it is written in the precautions list or More Info>More Tips?

8. Is there anything confusing, unclear, or hard to understand on the main home screen of the app?
9. Are there any words or phrases that bother you or that could be said differently?
10. Does the app tell you everything you need to know, or is something missing?
11. Looking at the image on the app home screen, what is the main idea of this illustration?

BARRIERS TO USE

12. Would you introduce this app to your workers? Why or why not?
13. What are the barriers to using this app in the workplace?
14. Will you download the app for your own use?
15. Are there any tips on this app that you would not follow or recommend to your workers?
16. What recommendations are difficult/easy?
17. When looking at the heat index feature, what does it motivate you to do?
18. When looking at the "Precautions," is it doable? How easy/difficult is it to do?

IMPROVEMENTS

19. What would you change to make this app better or more useful?

TOTAL ESTIMATED TIMING: 90 MINUTES