

FINAL 2/16/05

HUMAN PAPILLOMA VIRUS (HPV) CONCEPT TESTING

FOCUS GROUPS WITH ADULTS

Phase II: Winter 2005

MODERATOR DISCUSSION GUIDE

I. BACKGROUND (@2 minutes)

GREETINGS: Good evening/afternoon everyone. My name is _____. Thank you for agreeing to participate in the discussion tonight/today. As you know from the call inviting you to participate and the information you read when you arrived today [*a written informed consent will be given to participants when they arrive*], **we're going to be talking about ideas for materials that may be used to get information to people about a sexually transmitted virus called genital human papillomavirus or HPV.**

We won't be talking about any personal health experiences; only your reactions to some materials and words to help people learn about this virus.

GUIDELINES: Before I ask you to do any talking, I want to go over just a few guidelines that will help us cover all the questions I have... [*Moderator can review these very quickly because they will already have been covered in the informed consent.*]

Sponsor:

Our discussion is sponsored by the Centers for Disease Control and Prevention or CDC. CDC is part of the public health service and is interested in your ideas about materials that may be used for a health education program

Candid responses/no right or wrong answers:

Please bear in mind that I am interested in *your ideas and opinions* – there are no right or wrong answers. I encourage you to share your opinions, whether they are positive or negative about your view on any of the topics that come up. I will not use anyone's name in the report and hope that you will feel comfortable speaking your mind. I do not have any knowledge about the topic we are about to discuss, so I will not be able to answer any questions. However, you will receive at the end of tonight's session a fact sheet, prepared by CDC, and available on their website, that may answer some of your questions and that provides resources that you may contact for additional information (e.g., a 24-hour hotline number).

Recording and observers:

I have asked for our discussion to be recorded so that I can concentrate on talking with you and, just in case there is a problem with the recording, I've asked for some people interested in your opinions to take notes in the room behind this mirror. [*Moderator gestures toward mirror.*] This may

include people from CDC or from the company that will help develop the health education program I mentioned. Because of the recording, it will be very important that only one person speak at a time as it will be difficult to transcribe the conversation if several people are talking at one time. Also, I will need for everyone to speak at least as loudly as I am. Please do not be offended if I must interrupt you to move on to another topic. There are a lot of topics to cover and I'd like to get to all of them. That may make us feel a bit rushed. If I must cut you off, I will try to come back to you later on.

II. INTRODUCTIONS (@10 minutes)

Before we get started are there any questions? If not...It is always helpful to start the process off with a short introduction. You already know that my name is ___ and you are seeing what I do for a living. My home is in *[state]* so I am delighted to have this chance to see your area and talk with people who live here.

I'd like to give you a chance to get comfortable talking in front of a group, so I'll ask you to answer a question or two when you introduce yourself. Tell us your first name – only your first name or a name that you would like to be referred to in the group...

How long you have lived here in the ___ area and also...

[Each moderator may choose a different topic, such as favorite TV show, ad, season, where you would go if you could take a long vacation for free, etc. to help participants feel comfortable.]

[Calls on first person.] ___, will you begin?

III. DISCUSSION TOPICS

A. Brief Discussion about HPV (3 minutes)

1. General HPV Knowledge:

- a. **Has anyone ever heard about HPV?** (Listen for what, from whom; was it confusing, too scientific, useful)
- b. If stated, probe for why it was confusing, too scientific, useful, etc.

Note: Participant recruitment will not determine whether anyone has been tested for HPV or has had cervical cancer. Moderator will not ask this and will discourage personal stories about cervical cancer, HPV, transmission, etc.

Note – to be mentioned only if it becomes an issue: Cervical cancer is not a disease that men can develop because they do not have a cervix. The cervix is the opening at the bottom of a woman's womb. HPV can lead to anal and penile cancers in men.

B. REACTIONS TO BROCHURE CONTENT (@55 minutes)

Objective: Obtain reactions to content for an educational brochure and poster about HPV. There are two versions of brochure copy that may be used to raise awareness of HPV with individuals such as the participants. Moderators should be aware that the intent of these materials is simply to raise awareness of and knowledge about HPV, not to encourage any particular type of behavior change – e.g., not to encourage the public to actively seek HPV testing.

I am now going to hand out two versions (Handout A and Handout B) of information that explains HPV. What's written here may be used in a brochure to tell people about HPV. This might become a brochure you'd see in several different settings other than a health care setting (Internet, library, community based organization, etc). Later, I'll show you some possible designs for the brochure, but for now, we'll focus on the content.

The two versions I'm handing out are different in that some of the content is in a different order, one version may have more detail than the other on a particular topic, and they're organized a little differently but all information is correct. I'd like to get your reactions to each one, to determine which one was most effective for you and why.

I'd like you to read the first of these carefully. Use the yellow highlighter to mark words or phrases you found useful, the pink highlighter for words and phrases you found confusing, and both highlighters (to create an orange color) for words and phrases you found useful but also confusing.

Moderator hands out first version of the content to each participant. (We will ensure that from group to group, some will get Version A first and others will get Version B first, to minimize bias.) Allow time for participants to read first version, and then ask if everyone is finished. Once participants are finished reading first version:

Now let's talk about this brochure and what information was useful and/or confusing and how we might improve it.

- **What were the main messages for you?**
Listen for themes from majority of participants, such as HPV is very common, anyone who has been sexually active is at risk, HPV is not cancer, all women who have ever been sexually active should get screened/Pap test, no blame/no shame.
 - Probes:
 - Were the points easy to understand on first reading? Why? Why not?
 - If any of the above points were missed, probe for why the participants did not mention them. Listen for married/monogamous women not perceiving themselves to be at risk for HPV and cervical cancer.
 - For anyone that mentioned other main points: What made the item you picked relevant, interesting, important, etc?
- **What is your initial reaction to the information?**
Listen for statements (or lack thereof) that include: glad to have the information, interesting, easily understood, well written, relevant, uneasy, and confused.

- Probe:
 - How did it make you feel? What triggered that feeling (e.g., a particular statement)?
 - Was it too much or too little information?
 - What would you most likely do after receiving this information? (Listen for information-seeking, Pap test seeking, HPV test seeking, partner discussion, call doctor, other.)
 - What additional information would you want after reading this? (Listen for more information on a specific topic covered in the content, testing, etc.)
 - Did this information address your information needs, as a woman/man? Would it help to have female/male-specific materials addressing your concerns as a woman/man?

After discussing the first version completely, moderator hands out second version.

Now I'd like you to read the second of these carefully, doing the same exercise to indicate words or phrases you think are useful or confusing. Once you have finished, mark the version you think *best* presented the information in a useful, easy to follow format with a *star*.

Allow participants time to read second version, and then ask if everyone is finished. Remind participants to mark their favorite version with a star. Moderator repeats questions (above) for second version of brochure copy, and probes for common reactions to HPV information in both brochures.

C. REACTIONS TO BROCHURE AND POSTER DESIGNS (@20 minutes)

Objective: Obtain reactions to variations of possible designs for print materials about HPV. There are three versions of the design for the general population.

1. Brochure and Poster Designs

Now I am going to show you several different sets of potential *designs* for an HPV brochure and poster to go with the words we just talked about. I have copies on boards that I'll hold up and some extras for you to pass around to each other, so you can take a closer look and pass them on, but please don't write on the color copies.

I will give you each a sheet where you can write down your rankings of these designs in order of your preference, from 1 to 3, with 1 being your favorite and 3, your least favorite. You can check off, from a list, some of the responses you may have. Also feel free to write additional comments about the designs right on this handout. You'll need to keep your handout. We'll use it again when I show you some other designs a little later.

Moderator will display three design options (mounted, in color, on boards) for the brochure and poster for the general population groups. The poster and brochure designs will be displayed together in sets (called Individual, Couple, and Group).

Moderator will also distribute 1-2 color copies of the three design options, which participants can pass around, to take a closer look but not to write on them.

Moderator will hand out copies of the ranking sheet to each participant. Participants will rank the designs and write any comments on the handout before discussing with the group.

Is everyone through ranking his or her preferences? Let's talk about the designs and why you liked the ones you did. Who'd like to go first? OK, tell me:

- **What was your favorite and why?**
(Note: Be sure to probe about both the poster and brochure.)
Important points to probe:
 - What do you think about the pictures? Do you prefer pictures of individuals, couples, or groups?
 - Do you relate to these individuals? Why/not? If not, how can we make them more relevant to you?
 - Is it important for you to see a health care provider? Do you prefer the doctor and patient together, or the doctor alone?
 - What do you think about the colors? Do you prefer bright, muted, or a combination? Why?
 - What was your initial reaction to the image?
- **Which headline do you prefer, and why?**
Probe:
 - Is it shocking/off-putting to see "genital" in the headline?
 - Would it catch your attention more if it were talking specifically to women/men?
- **What does the word "virus" mean to you?**
- **What does the word "infection" mean to you? Do you think one is more serious (scary/life-threatening) than the other?**
- **Is it important to say that HPV is sexually transmitted, or is it enough to say it is a virus and link it to sexual activity? Is it important to know that it is common?**

OK, I'd like to show you one more version of the poster. This is an example with one version of the information you looked at earlier – the words – in one of the designs. Regardless of whether this was your favorite design, now that you see this example with the words in the poster, tell me what you think.

Probe for:

- Would this catch your eye?
- Does this look like something you would read? Does it look easy to read?
- Is it the right amount of information, too much, not enough?

Do you think the information you've reviewed tonight increased your awareness of HPV? Did it confuse you? If it were provided to someone such as yourself without any further explanation, would it increase your anxiety? (Listen for: confident/informed; motivated to take action, positive or negative emotions, empowered or scared.) If so, which elements did so?

If this information is used to develop similar print products, who (which sources) do you think would be appropriate for producing the materials?

Probe for:

- Federal, state or local agencies or organizations? (Listen for specific ones, local versus national-level entities, etc.)
- CDC? Health organization? Faith-based organization? (Listen for concern that the government is producing, etc.)

D. REACTION TO IDENTITY IMAGES (@10 minutes)

Objective: Obtain reactions to four different identity images.

Now I am going to show you some images that may be used on some of these materials about HPV, and ask your opinion on each one. I have copies of these on boards that I'll hold up, and I'll pass around copies for each of you.

Moderator will hand out photocopies of the images to each participant and show all four images on boards. Participants will rank the images and write any comments on the ranking sheet before discussing with the group.

Before we talk about these images, please number them *on your ranking sheet* in order from your favorite (number one) to your least favorite (number four). You can check off, from a list, some of the responses you may have. Again feel free to write additional comments about the designs right on the handout.

Moderator gives participants time to review and rank the images.

Now let's talk about the images and which you liked the most. OK, tell me:

- **What was your favorite and why?**
- **What was your initial response to the design?**
- **What about it do you think triggered that feeling?**
- **What about the words next to the design? Did they play a role in your choice?**
- **Would it grab your attention?** (Listen for: relevance, being able to relate/ understand meaning, etc.)
- **Does the image make you curious and want to know more about what it is talking about? What makes you say that?**
- **What was your least favorite and why?**

Note: It may be important to separate reactions to the words (informative, make you want to read on) from reactions to the images (attractive, relevant, neutral/inclusive of both genders) here.

III. CLOSING (3 minutes)

Objectives: Obtain participants' closing advice and thank them for their time.

We're almost out of time. I am going to step out and check with the observers about any last questions they may have. I'll be right back and will let you go just a minute after I return.

I'd like to have you think back over everything we have covered. Now that you know this information, what are you most likely to do with it (if anything)? (Listen for talk to partner, do research, talk to doctor, etc.)

Do you have any other advice or ideas for CDC? Or any questions for me?

Thank participants and mention incentives waiting for them as they leave, along with a fact sheet about HPV, from CDC.

TOTAL TIME: @105 minutes