

High Risk Consumer FOCUS GROUP GUIDE

Time: 90 minutes [schedule 120 minutes]

Greeting & Receiving: A member of the research team (moderator or co-moderator) should be at the venue at least 30 minutes earlier to set-up and receive participants. Introduce yourself to each participant and escort him or her to the focus group room. Name tags will be given to each participant to fill out. Allow about 5-10 minutes for participants to get acquainted with each other. Give consent forms at this time. Copies of informed consent should be provided to each participant and read aloud for the benefit of those with limited literacy. Participants should be provided an opportunity to ask any questions.

Content in bold, black text is not to be read aloud by focus group moderator.

INTRODUCTION / PURPOSE

- ◆ **Welcome participants and introduce yourself to the group (and assistant if present).**

Welcome! My name is _____ (**moderator's name**). I am a _____ (**moderator's title**) with _____ (**moderator's affiliation**). If a note taker/observer or interpreter is present, introduce them and their role.

- ◆ Thank you for coming and agreeing to take part in this focus group. As background, Moffitt Cancer Center is working on a research study with our communities about lung cancer screening. We want to learn more about your thoughts on screening for lung cancer and how we can best develop education materials on this topic that community members like yourself would find helpful and interesting. The ideas you give us today will help to develop education materials and improve the way information is given out in Florida. We are especially interested in all your ideas, so please speak up. This is your opportunity to be part of something that will be used right here in your community to improve health care.
- ◆ Everything you say will be confidential. Information discussed is going to be analyzed as a whole and participants' names will not be used in any analysis of the discussion. We do ask that we all keep each other's identities, participation, and remarks private. Feel free to speak openly and honestly.
- ◆ You are participating in what is called a "focus group." A focus group is like an opinion survey – a group discussion where you share your opinions about health care and cancer screening.
- ◆ Our discussion today will take about 1 and ½ hours. We will end at about _____ (**time**). In appreciation of your time, each of you will get a \$30 gift card at the end of our discussion.

PROCEDURES

Before we begin here are some important reminders:

- ◆ We are interested in all of your ideas, comments, and suggestions.
- ◆ There are no right or wrong answers.
- ◆ All comments, both positive and negative, are welcome.
- ◆ Please feel free to disagree with one another. It is perfectly fine to have many points of view on each of the topics we will discuss.
- ◆ We will be using a tape (voice) recorder and my colleague(s) in the back of the room will also take notes. This is to help us capture your important ideas. Again, all your comments are confidential, and are used for research purposes only.
- ◆ We want this to be a group discussion, so you don't need to wait for me to call on you. Please speak one at a time, so that the tape recorder can pick up everything.
- ◆ We have a lot of ground to cover, so at times we may change the subject or move ahead. Please stop us if you want to add something.
- ◆ If you don't understand a question, please let us know. We are here to ask questions, listen, and make sure everyone has a chance to share.
- ◆ Please turn off cell phones or put them on vibrate. If you must take a call, please exit the room quietly.
- ◆ **State where the bathrooms are located.** You do not need to ask permission to use the restroom. Please exit and enter the room quietly.

SELF-INTRODUCTION

We are going to start with introductions. Each one of you, please tell us your first name and something about yourself – what you do, how long you've lived in this area, what things you enjoy doing for fun.

Thank you for sharing and introducing yourself. Now before we begin, do you have any questions?

OK then, let's begin. **Confirm all consents are signed, received and understood while tape recorder is on.**

A. General Cancer Screening Perceptions (keep this part short)

1. There are many types of cancer that can be found early through screening tests. What have you heard about cancer screening?

NOTE TO MODERATOR: Transition: make sure lung cancer screening has been mentioned before introducing the next question (B). If not probe here:

Possible Probes:

2. What words or feelings or ideas come to mind when you think about cancer screening?
3. What have you heard about lung cancer screening or tests?

A. Lung Cancer Screening Tests

Provide this information:

Screening is a method of detecting a disease cancer before clinical signs or symptoms become evident. Early stage cancers can be more easily treated with a curative outcome than later stage cancers. Once a cancer has spread to other organs (metastasized) that cancer is rarely cured. Chest x-rays produce flat two dimensional (2-D) images that are often foggy, of limited sensitivity and difficult to measure volumetrically. Tumors of less than half an inch are frequently missed, especially in out areas of the lung.

Computed tomography (CT) scanners take x-rays from various angles in a rapidly descending spiral around the chest. The digital data is reconstructed into 3-D images on a computer screen and can be measured volumetrically. Nodules as small as a grain of rice which regular x-rays would miss can be picked out.

Show video

"Lung Cancer Screening – Mayo Clinic"

<http://www.youtube.com/watch?v=40xZdYNfAVA>

Possible Probes:

1. What do you believe are the benefits of lung cancer screening?
2. What kinds of things/reasons might make you less likely to get screened for lung cancer? (probe: What about lack of knowledge? Financial? Health insurance? Fear? The test itself? Stigma?)
3. What is the most important factor that would keep you from getting screened? What is the most important factor that would make you want to get screened?
4. Has a doctor/healthcare provider ever suggested a screening for lung cancer? Can you tell me more about it? (probe: Did he/she discuss risks?)
5. Who else may have an influence on your decision about getting screened for lung cancer (your family, pastor, etc.)?
6. If you wanted to get more information about getting tested for lung cancer where would you go? By a show of hands, how many of you would ask your doctor or

health care provider about lung cancer screening? (**Verbally note the # of hands**).

7. What information would you need to make a decision about lung cancer screening?
8. What information would help you ask your doctor or other health care provider for lung cancer screening test?

Now, think about the lung cancer screening as you answer the next few questions.

NOTE TO MODERATOR: Allow time for spontaneous responses before probing.

1. By a show of hands, how many of you would have a CT for lung cancer screening if recommended by your doctor? (**Note the # of people who raise their hands**).

C. Materials Development

[media feedback].

As mentioned before, we plan to develop some educational materials about lung cancer screening. To get us going, we would like you to look at an existing booklet and watch a brief compilation video about lung cancer screening—afterward we will ask you some questions about them. Please use the sheet provided to jot down any questions or comments that come to mind as you watch the DVD and review the booklet. We would like to learn from you whether a similar DVD and booklet would work for lung cancer screening for men and women of all racial, cultural and educational backgrounds. We would like to develop the materials about lung cancer screening to be used with people of your age and smoking history.

First, let's take a look at the video for lung cancer screening. This video is made up of sections put together from 4 different videos related to lung cancer screening. If you take a look at the screen, the videos are listed in the order that they will be shown. This same order can be found on the sheet provided to you for note taking, numbered 1 to 4.

We will now play the DVD video with a pause between each video clip and then ask you specific questions about different elements of the 4 video clips.

1. What do you think is the main message of this video? Is there anything about the video that bothers you? Was there anything confusing or hard to understand?
2. What did you like the most about the video? Did it catch your attention?
3. What did you like the least about the video? What better way might we show this information?
4. Did this video help you to understand what tests are used for lung cancer screening? What information was missing?
5. What would make the DVD appealing to you?

6. Is this how you would like to get information about lung cancer screening? What about billboards? TV? Radio? Other types of communication?

NOTE TO MODERATOR: If the following points are not mentioned, probe here.

7. What types of information should be given about lung cancer screening? (probe: how much and what specific information do you want about the test itself, possible results, possible follow-up testing).
8. Who should appear in the DVD video or booklet?
9. Who is the best person to give information about lung cancer screening (patients, doctors, etc.)?
10. What messages do you want included in the DVD or booklet to help you take specific actions?

Possible Probes:

11. How could the DVD or booklet help you to discuss lung cancer and screening with your health care provider? What about discussion with family and friends?

[Communication preferences (style, tone)]

Possible Probes:

12. When communicating screening information about lung cancer screening, what do you believe is the most appropriate style? [Give examples - telling a story: story style vs just talking, spokesperson: MD vs narrator talking about a topic, real people giving testimony: personal stories vs facts]
13. When communicating screening information about lung cancer, what do you believe is the most appropriate tone? [serious, humorous, fear appeal]

Now, let's take a look at the booklet that discusses lung cancer screening for men and women of your age and smoking history.

14. What is your general reaction to the message in this booklet? Is there anything about this that bothers you?
15. What did you like most about the booklet?
16. What did you like least about the booklet? How can this be improved? What would you like to see changed; how?

Our purpose for this group discussion was to get your views about lung cancer education and screening, and your perceptions about what education materials or information should be communicated in community medical clinics.

Have we missed anything? Is there anything you would like to add to today's discussion?

Thank you for your comments. We are almost done. Before we end I would like to distribute a few questionnaire forms. Please take a few minutes to complete these forms. Should you have any questions or need help filling out any of these forms, please let one of our staff know and they will assist you. The information collected is confidential. Once you complete the forms, please return them to _____ (**state person's name/point in direction person is sitting**) and you will receive your \$30 gift card as well as some cancer education materials to take with you. After completing the questionnaire forms you may leave. However, should you have any questions or concerns about anything that we discussed today we will be available to assist you.

Again, thank you for your comments and participation!