Appendix 1. Focus group guide

**DISCUSSION GUIDE**

*FG Date: [MONTH DATE YEAR]*

*FG Location: [LOCATION]*

**Discussion Outline and Timing**

|  |  |  |  |
| --- | --- | --- | --- |
| **Topic** | **Subtopic (Key Information to be Explored)** | **page** | **Timing** |
| **Disclosures** | * Self introduction as researcher involved with the team * Explanations: Room set-up and research purpose * Importance of individual opinions | 2 | 3 min. |
| **Warm Up** | * To be determined | 3 | 5 min. |
| **Message Activities** | * Impression towards messages * Message comprehension * Message appeal | 4 | 30-40 min. |
| **Comparing Message** | * Comparing the messages * Which messages recommended? | 5 | 20 min. |
| **Wrap up** | * Additional questions/last thoughts | 6 | 2 min. |
|  |  |  | **75 min.** |

**Moderator’s Script Guide**

Disclosures 3 minutes

Self Introduction

* Name
* Researcher
  + Moderator’s experience and interest

Research Explanation and Room Structure

* You’re here today to help me learn more about your thoughts about how to help a parent with memory problems.

You will also be looking at some messages that may be shown here in Seattle about accompanying a parent to a visit with a memory specialist. Your input will help us get a better idea of what messages are best for people like you.

Your participation is voluntary and you can stop at any time. We have asked you to sign the consent forms, and you can keep a copy for yourself.

We have also asked your permission to take pictures. We will not identify you by name, and in all likelihood we’ll just show the back of your head.

* I have my colleagues with me
  + Note taking
  + Audio Taping
    - To remember what you say for research report. Everything you say is confidential, your full names will never be used.
  + Paper and pencils at each place so you can jot things down if you’d like
  + You filled out a participant survey while we were waiting. This is just to get you thinking about the issue and to give us a bit of background information for our records.
* Observers
  + Colleagues taking notes so that they do not have to disturb us.
  + At the end of the group, check to see if additional questions.
* Full participation
  + Because you’re different, with different opinions, I need to hear them all
  + Need to hear from each of you, even if your answer is only a little different
    - If you were all alike, then I would get only one opinion
    - I may call on you by name to make sure everyone has a chance to weigh in
  + One rule: You may not make anyone feel badly for sharing an opinion that is different from yours
* Before we begin, ensure all cell phones and anything that might make noise = OFF

Warm Up 5 minutes

**Introductions**

* ‘To get started, let’s go around the room and share the following:

I’d like you to think about one of your parents, step parents, or parents in law who is age 65 or older. Just one. Maybe the one you feel closest to. Or the one who you were most recently with. Or one that you’re concerned about. Tell me the person’s name, your relationship to him or her, and the last thing you did when you were together …

Messages 30-40 minutes

I am now going to show you some messages that have been created for the purpose of reaching adults – people like you -- who have concerns about the memory of an aging parent.

Now you may or may not have a current concern, so if you don’t, please imagine a scenario where you do.

The messages are still in development so I simply want your overall impression…

Because these messages haven’t been made into actual ads, you will see photographs that are meant to show the people and scenarios that will be in the ads.

They’ll feature real people in real environments. If you don’t like the color of the ad, or the font used in the ad, that’s ok. That stuff is pretty easy to change.

We’re really more focused on what the messages are saying for our conversation today.

We are going to look at 7 different types of messages. After you look at the messages, we will discuss your impressions as a group.

[**SHOW MESSAGE**. The following will be repeated 7 times, and the order in which we present the messages will be randomized for each group. \*It is important to not use the name of the message—refer to them as Message 1, 2, etc.]

**5-7 minutes per message**

Now, that you’ve had the chance to view the message and fill out your form, let’s talk about it:

* How did you feel while you were looking at the message?
* Who do you think this message is for?
* Did you like the message? Why or why not?
* What was the message trying to tell you?
* Is the messages believable?
* How well did the message get the point across?
* Is there anything about the message that was difficult to understand?
* Do you think you will do anything differently as a result of seeing this message?
* Do you think this message would lead you think about your parents in a certain way?

Comparing Messages 10 minutes

* Now we’re going to look at the ads again (put all messages up, and point participants to binders) and let’s compare them.

**Individual Message Ratings**

* Using the rating sheets in front of you, please rate each of these messages from 1-10.

Now, we are going to take a poll of hands to do two things.

First, for each message, I am going to ask you to raise your hand if you think we should go forward with developing the message. So by a show of hands, how many of you think we should go forward with Message #1?

Next, for each message, I am going to ask you if it is your favorite. So by a show of hands, how many of you would say Message #1 is your favorite?

Comparing Taglines 10 minutes

* In the messages you saw, there were several “taglines”. I want to get your feedback on those.

**Individual “Taglines” Ratings**

* Using the rating sheets in front of you, please rate each of these “taglines” from 1-10.
* Now, we will do the same thing as we did with the messages.

How many of you think we should go forward with Tagline #1 (etc)?

And how many of you chose Tagline #1 as your favorite (etc.)

* So, now thinking of these in comparison to each other, which of these do you think is most powerful?

Finally, you may notice that each of the messages two different ways of directing people – one with a phone number, one with a phone number and a website. We also have the Penn shield. What do you think is the best way to communicate next steps for people like you?

Wrap up 2 minutes

[Moderator will ask any follow-up questions necessary]

Observers: Do you have any questions?

I will ask our note taker to provide a brief summary of what we learned from you today.

Is there anything else you would like to add to our discussion today?

Thank you for coming and sharing your thoughts and ideas!