

## Supplemental Material

### Interview Guide (Appendix)

Thank you for agreeing to participate in this focus group today. This study is being done with The Ohio State University and University of Michigan. We are trying to understand how many people are trained in cardiopulmonary resuscitation or CPR and how to get more people interested in learning about CPR. CPR includes pressing hard and fast on the center of the chest of someone who has suddenly collapsed in cardiac arrest. Based upon what we learn in this study, we will work closely with your community to increase the awareness of the lifesaving value of CPR. The focus group and interview will take between 60 minutes-2 hours depending on the discussion. If at any time you feel uncomfortable or do want to answer a question, it is ok to do so. Your name will not be identified in any reports or presentations. Remember, you may refuse to answer any questions that you do not want to answer.

1. Opening
  - a. Tell us your name and where you are from.
2. Introductory (10 minutes total)
  - a. Have you ever seen someone fall down and stop breathing? Think about that. What did you do when that happened? What did you see your neighbors or other people in your community do when that happened?
3. Transition (Approx 10 min total for this section)
  - a. Give me some more information about what cardiopulmonary resuscitation (CPR) is and what is it that CPR is doing?
  - b. Have you or anyone else in your community ever seen someone do CPR? (probe: If so, who and what were the circumstances)?
  - c. Tell me what you remember about CPR? Whether you have done it or seen someone else do CPR. (probe: If so, why did you decide to perform CPR? If you did not do CPR, why did you not perform CPR?)
  - d. Describe the circumstance or the characteristics of the person who you performed CPR on? [probe for differences between in own neighborhood and other places and based on race or other characteristics]
4. Key (Approx 80 min total)
  - a. What would be the obstacles that would make people in your community not do CPR? What might make it easier for people in your community to do CPR?
  - b. What is your understanding of hands only CPR? (If no one has heard of it, go straight to DVD and play hands only CPR)
  - c. How did you hear about this?
  - d. (Bring out CPR Anytime kit) Has anyone ever seen or used one of these? (Play the first 8 minutes of the CPR Anytime kit)
  - e. Now that you have seen hands only CPR, would this affect your likelihood of doing CPR? Why or why not?

- f. (Then have group practice on manikin). What do you make of this kit? (Probe: how do you feel about the people in the video? How does this training video make you feel? Would you feel comfortable performing CPR after this training?)
  - g. What would make you more likely to take this home and teach your family members?
  - h. What would make someone in your community decide to take CPR training?
  - i. How can we best work together to get the message and trainings out to your communities (write things down on a flipchart)?
  - j. What do you see as the priority areas for your neighborhood right now? Do you see CPR training as being a high enough priority for this to be implemented in your area? Why and why not?
5. Ending
- a. What else have we not covered? Have we missed anything?

Thank you for your time on this very important project. We will be giving out gift cards as a token of our appreciation of your time. If you have any questions or would like to stay involved in this project, please let us know. Thank you once again.