

Focus Group Guide for Minority and Underserved Communities' Perceptions of Moffitt Project

Introductions:

Thank you for being a part of this focus group. My name is _____ and I will be your moderator for this evening (introduce assistant if present). The purpose of this study is to discuss underrepresented communities' perceptions, knowledge, and beliefs for choosing cancer care and identify how the community would want to receive cancer care marketing and promotions. You have been invited to participate because we feel your opinions on the subject are very important.

The information we get here today is completely confidential, which means that we will keep it private. In addition, your participation is voluntary. If at any time while we are talking you feel like you need a break or want to stop, please let me know. A final report will be prepared from these data but your name or anything that would identify each of you will not be used. We hope you feel comfortable to speak freely.

Please remember to speak one at a time and it is especially important that you speak clearly and loudly so that the digital recorder can pick up your voice. We will be asking you a set of questions. We would like the discussion to be informal, so there's no need to wait for us to call on you to respond. We encourage you to respond directly to the comments other people make. If we seem to be stuck on a topic, I may move us along to be sure we get through the questions and to keep you only for the time that we promised. If I do this, it's just my way of making sure that everyone has a chance to share their perspective and opinion. There are no right or wrong answers. You may disagree with one another; however, be respectful of all the opinions shared. 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.

I will ask to tape record our conversations so that I can pay more attention to you and what you have to say instead of trying to write everything down. The tape recorder is very sensitive so please refrain from taping on the table or shuffling papers (helps to reduce background noise). We will transcribe the focus group from this tape. The tapes will be erased at the end of the study. Also, [name] will be taking some notes, in case we have any problems listening to the tape. For reasons of confidentiality, I will ask that you use only your first name. Before you speak please say your first name.

Our time today will last about 90 minutes. In appreciation of your time each of you will get \$25 at the end of our discussion.

Remember to please turn off cell phones or put them on vibrate. If you must take a call, please exit the room quietly. [Review housekeeping items such as location of the restrooms and refreshments.] You do not need to ask permission to use the restroom. Please exit and enter the room quietly. Please help yourselves to refreshments throughout the discussion.

Are there any questions before we begin and turn on the tape recorder?

Do I have your permission to record?
[If permission given, Begin Recording].

General Health Knowledge and Attitudes (Ice Breakers)

1. Where do you get most of your general health information?

(Prompt: How-examples? How do you know to trust this information?)

2. How many of you have a regular doctor? For those who do have a regular doctor what's his or her role in your healthcare decisions? For those who don't how do you make healthcare decisions?

Knowledge and Attitudes towards Health Promotions and Marketing

1. Have you seen cancer messages or advertising in your community? If yes, from which hospital or institution? What did you think? Where was it?

2. How do you prefer to receive cancer care information? *(Prompt: internet, social media, radio, billboard, brochure, provider, health fair ...)*

3. How important is it that you are represented in images for advertising? *(Prompt: brochures, informational materials like educational videos, billboards, ...)*

4. What are you looking for in a physician or nurse? *(Prompt: Gender? Someone you can talk to? Particular race/ethnicity?)*

5. Do you know what NCI designated cancer care means?

6. What would you like to hear about cancer care? *(Prompt: what is available for cancer care, treatment options, statistics on cancer, cancer outcomes, alternative options ...)*

Perceptions of Moffitt Cancer Center

1. What is most important to you or your family for cancer care?

2. How did you or your family make the decision to get cancer care at the facility you chose?

3. Have you heard of Moffitt Cancer Center? If so, how or from where? What do you know about Moffitt?

(Prompt: How does one get to Moffitt? Phone? Doctor? Etc?)

[If participants have not heard of Moffitt, remove Moffitt from the following question and use generic health center]

4. Would you ever consider [Moffitt for] cancer care? What things prevented you from choosing [Moffitt for] cancer care?

5. What would you want to know about Moffitt to help you understand what it offers?
(*Prompt: materials, public announcements, commercials, adds ...*)

6. If you had a choice to receive cancer care at more than one facility/institution, how would you make the choice?
(*Prompt: What do you think is the difference between Moffitt and the place you choose (name specific facility mentioned) for cancer care?*)

Knowledge and Attitudes toward Moffitt/Research in the Community [modify for those who have not heard about MCC]

[For those of you who have heard of Moffitt, if not substitute Moffitt for generic cancer center]

1. Do you have any examples of your perception of Moffitt?
(*Prompt: Can anyone can be a patient at Moffitt? Does Moffitt have a presence in your community?*)

2. What do you think Moffitt should do to reach out to your community?

3. What is cancer research? What do you think of a cancer center that does research and care?

4. Would it make a difference to you if you knew that Moffitt offered many types of cancer research? (*Prompt: Do you know of alternatives to basic cancer research?*) Do you think others, yourselves included, would be attracted to seek care at Moffitt because of this?

5. Do you want to know about cancer research to make a decision about cancer care services? What do you want to know?