

## Appendix A. Parent Focus Group Guide

### CHICOS

#### Parent Focus Group Guide

##### Welcome

Hello everyone! Welcome, and thank you for agreeing to be part of our focus group tonight.

##### Introductions

Let me introduce our team: I'm (name of facilitator) and I will be facilitating the discussion and this is (name of co-facilitator) and she will be taking notes this evening. We are working with the University of Colorado and the Patient-Centered Outcomes Research Institute on a research project about adolescents and vaccines. Some parents aren't able to get their adolescents to see a doctor or other health care provider very often. And, when they do, they may not get information about adolescent vaccines, or think about which vaccines their adolescent may need.

Tonight we want to get your ideas and opinions about some questions we have about adolescent health care, vaccinations for adolescents in general, and about a particular vaccine called the HPV vaccine. We will be using the terms "vaccination" and "immunization" interchangeably tonight. **And when we say the word "adolescent" we mean an adolescent between 11 and 17 years of age.** So, we are asking about your thoughts and experiences with your daughter(s) between 11 and 17 years.

We really appreciate your time today. The way we look at it, YOU are the experts- you are all parents or guardians of adolescents. We value your opinions and want you to know that what you tell us during these discussions may help girls get recommended preventive health care.

##### Ground Rules

Before we begin, let me mention a few things about how we usually conduct these groups:

- 1) I will be the facilitator for the group. My role is to ask the questions we have for the group, and to encourage everyone to participate. I won't be doing much talking, but may ask you to explain more or to give an example. Also, it's my job to see that everyone has a chance to voice their opinions, as well as to keep us moving along so that we have time to discuss all of the questions. So, at times, it might seem as though I am cutting you off, and this is not meant to be rude, but rather to make sure that we have time to have a complete discussion of each question.
- 2) It's really important that everyone hear this: THERE ARE NO RIGHT OR WRONG ANSWERS!!! Each person's experiences and opinions are valid, and we want to hear a wide range of opinions on the questions we'll be asking. So, please speak up, whether you agree or disagree with what's being said, and let us know what you think.
- 3) Sometimes participants bring up sensitive issues during these discussions, and we want to be

sure that everyone agrees that anything of a personal nature that is mentioned in this room will NOT be repeated to others outside of this discussion group. Can I see a nod from everyone showing me that you agree with this confidentiality ground rule? ***(If anyone is not willing to give their consent to confidentiality, they may be excused from the group.)***

- 4) Let me tell you about our recording process. As you can see, we are using two recorders to record our discussion. We usually record these focus groups because we want to capture everything that all of you say, and we simply can't write fast enough to get it all down. We use first names only in the transcript, and when we put together the results from all the groups, we don't include any names. All recordings and records will be kept in a locked file cabinet or on a password protected computer that only members of the research team have access to.

It is VERY IMPORTANT that we speak ONE AT A TIME, so that the recorder picks up everything that is said. So, now that you know what our process is, is everyone OK with being recorded? ***(Wait for affirmative responses from everyone.)***

- 5) We plan to be finished with our discussion by (time). You do not have to be part of this discussion group if you don't want to. If you do choose to be in the group, a \$30 gift card will be provided to you as compensation. The very last thing we need to ask of you is your signature to show that you received your gift card at the end of the discussion. Are there questions about any of this? You can see that we've posted our contact information at the front of the room, and you can call us to ask questions at any time after the group ends.
- 6) Lastly, everyone, please be sure to shut off any phones/pagers you have with you tonight. If you strongly prefer not to turn off your phone, then please put it on vibrate.

**Focus Groups Questions (Turn on recorders now.)**

Let's start by going around the room and introducing ourselves. Please tell the group:

- a. Your first name?
- b. How many daughters you have, and their ages?

Okay, great. Welcome, everyone. The first thing we are going to do tonight is discuss some of your thoughts about and preferences for getting your daughter vaccinated against HPV. HPV stands for human papillomavirus. HPV is sexually transmitted, and it can cause cervical cancer in women and genital warts in both men and women. There is a new vaccine against HPV that can prevent most genital warts and most cases of cervical cancer.

1. When I say "HPV vaccine," what kind of thoughts come to mind? (Probe: why?)
  - a. What do you know, or what have you heard, about how the HPV vaccine works?
  - b. Do you think the HPV vaccine is safe? (Probe: why or why not? Under what circumstances?)
2. Do you believe that the HPV vaccine is effective at preventing genital warts and cervical cancer?
  - a. Why or why not?
  - b. Do you think your daughter needs all 3 doses of the vaccine in order to prevent these diseases?

- c. Can you tell me more about that?
3. We understand that you may need more information about the vaccine. But based on what I've told you so far, or what you already know, how do you feel about your daughter getting HPV vaccine?
    - a. Why do you feel that way?
      - i. Do you think getting the vaccine for your daughter is important for her health?
      - ii. Why or why not?

Okay, now I want to give you a little bit more information. The HPV vaccine is recommended for all girls at age 11 to 12 years, with "catch-up" vaccination for 13- to 26-year-olds. The vaccine is given as 3 doses over a 6-month period. The vaccine costs approximately \$120 per dose, and is covered by many private and public health insurance programs.

4. Now with that additional information in mind, do you feel any differently about your daughter getting HPV vaccine?
  - a. Why do you feel that way? (Probe for details if feelings have changed.)
  - b. Do you still think that *getting/not getting* the vaccine for your daughter is important for her health? (Why/why not?)
5. What are your thoughts about the fact that the HPV vaccine is a new vaccine? (Probe: why?)
6. How does your family feel about the HPV vaccine? (Probes: why? Do their opinions influence your opinions about it? In what way(s)?)
7. As I mentioned a few minutes ago, HPV is transmitted through intimate contact. How does that affect your feelings about *getting/not getting* your daughter vaccinated? (Probe: why?)
8. How do you feel about the fact that you need 3 doses of the vaccine to be vaccinated? (Probes: Does it make you more or less likely to get your daughter vaccinated? Why or why not?)
9. How does the cost of the vaccine affect your feelings about vaccination? (Probes: does it make you more or less likely to get your daughter vaccinated? Why or why not?)
10. Does your daughter's age affect your feelings about getting her vaccinated for HPV? (Probes: Why or why not? At what age would you feel most comfortable having her vaccinated? At what age do you feel it would be most appropriate?)
11. Would having more information about HPV or the HPV vaccine make you feel more comfortable with the idea of getting your daughter vaccinated? (Probe: why or why not?)
  - a. IF YES: What kinds of information would be helpful? (Probes: Why? Who would you prefer that this information come from?)
12. Who is the person that would make the decision about having your daughter get the

HPV vaccination: You? Your daughter? Or you both together?

**Thanks for that information! It is very helpful and interesting. Now we are going to walk you through a website designed to help people understand more about the HPV vaccine. At each page I'll ask for feedback about what you like and don't like about the information.**

13. Questions/probes for each intervention/website page:

- a. What on this page speaks to you or is the most interesting? (Probe: why?)
- b. What don't you like? (Probes: Why? What would you like better?)
- c. What is confusing? (Probes: Why? How could we make it less confusing?)
- d. What do you think of the pictures? (Probes: Which ones? Why? How could we improve this?)

14. What do you think about the website overall?

- a. What would make it more useful? (Probe: why?)
- b. What would make it more interesting? (Probe: why?)
- c. Is more/less text needed? (Probe: Where? Why? )
- d. Are more/less pictures needed? (Probe: Where? why?)
- e. Is anything missing from the website? (Probe: what? Why is that important?)

15. Okay, great. We're almost done now. Before we end, though, I want to make sure that there isn't anything we have missed. Is there anything else that we haven't talked about that you think would be helpful for us to know about your feelings about HPV, HPV vaccinations, or this website?

Thank you so much for being here tonight and for sharing your ideas with us!

Do you have any more questions for us? As I mentioned earlier, we will be transcribing tonight's session but no names or proper nouns will be included. Also, if any of you are interested in the results of our work, we would be happy to notify you about the results of this and similar focus groups carried out by our research team.

Thank you again!

**[Pass out incentives and ask for participant signatures]**