

Appendix A

The following protocol was used for the parent focus groups.

Welcome participants (assuming you have already introduced yourself as they entered the room, if not, also introduce yourself).

Hello and welcome. Thank you for being here. I will be moderating the session tonight and moving us along so that we touch on all of the key subjects on our agenda.

We are here today to talk about your experiences with healthcare. The purpose is to get your perceptions of how parents of teens and young adults in Iowa feel about getting checkups. There are no right or wrong answers. We hope you feel comfortable saying what you really think and how you really feel. We are pleased you can be part of this group because we think you have important ideas.

Someone will be taking notes (assistant) and tape recording the discussion so that we do not miss anything you have to say. We want this to be a group discussion, so feel free to speak up when you have something to say. However, we would appreciate it if only one person did talk at a time. As I mentioned we have a lot of topics to cover so be prepared for me to move us along to make sure we touch on everything. The discussion will last approximately one hour.

Review where the restrooms are and snacks and compensation??

Everything you say here is confidential. None of the information we gather here today will be linked to you in any way. We will only identify you in notes and transcripts as speaker 1, speaker 2, etc.

Any questions?

Let's start...Go around the room, state your name

OK...now that we are all acquainted we can officially start and turn on the recorder.

ICE BREAKER

Let's start...Go around the room, state your name and...

As parents of teens you have experienced a lot-what advice would you give to a brand new parent welcoming their first child into their home. Maybe it is something you wish you had known when you first became a parent?

When was the last time your teen(s) went to the doctor?

Was it because they were sick with a cough, cold or flu, needed a sports physical (the team/school said the teen needed one) or a regular, yearly checkup?

Does your teen see the same provider as you? Is that important to you? Does the provider see the whole family? Is that important to you?

What do you think about yearly checkups for teens?

Who should get these?

Why?

What are the benefits?

Are there disadvantages to checkups for teens?

What do yearly checkups cost? Are they covered by insurance?

Thinking about everything that is going on in your lives, how important is it that your teen get a yearly checkup?

The number of teens in Iowa who receive yearly checkups is very low. Why do you think that is?

What are the things that prevent teens from getting checkups?

Confidentially reasons

Discomfort in disclosing health concerns

Insurance, Co-payments, Co-insurance, Cost in general

See a different doctor each time

Accessibility of services: clinic hours, distance from home?

Parents to prioritize? Not have time?

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Have you been advised by a professional (doctor, pediatrician, school nurse) to take your teen to a checkup on an annual basis? Would this be ok instead: Who or what prompted you to take your teen to a check up on an annual basis?

Probe: doctor, school nurse, tv commercial

If you had the ability to recreate checkups for teens- what would you do? What would a successful checkup look like to you? Think about what would be most valuable, convenient and appropriate for the teens in your household?

What would you call this kind of visit?

What would be the qualities of the health care provider?

Training? Specialization?

Interaction with teens?

What topics are most important to you that the provider discusses with your teen?

Eating habits, bullying, substance abuse, sexuality, birth control?

Are there topics that your provider should not discuss with your teen?

How do you feel about your teen going alone into the exam room?

What topics should be discussed/should not be discussed? Why/why not?

How important is it to you that you know what they discussed?

We want to show you some materials and websites that have been developed to help parents and teens figure out what to do about checkups. We want your honest opinion about these materials. We did not design them- so your comments will not hurt our feelings. We want to know about the words used, the images, the layout, the usability ...all kinds of things- so any feedback and ideas you have is valuable. Eventually your feedback will be use by the Iowa Department of Public Health to design their own materials for parents and teens in Iowa.

Show images in following order

- 1) Adolsflyer
- 2) Page 9 from Young Invincibles
- 3) 21 reasons
- 4) Text from kids health.org check ups
- 5) Wellmark

Show websites

- 1) Kidshealth.org

Following exposure to each piece ask the following:

1. What did you like about this?
2. What did you dislike about this?
3. Who do you think it is intended for? Who should see this?
4. Does this give you useful information? If so, what? Is some information missing? what?
5. Would you be likely to talk to someone about getting a checkup (family member, doctor, friend) after viewing this?
6. Would you be motivated to encourage your teen to get a checkup after viewing this?

Following each set ask the following:

7. Overall which of these did you like best? Least? Why?
8. Probe as necessary.

If you had an unlimited budget and access to all the creative talent in the world- what would you create to tell parents and teens about checkups?

What would it be? Brochure? Website? Postcard? Think outside the box

Who should it come from? Sent from your doctor? School nurse? In the newspaper? Coach?

What are the most important messages?

Probe for importance of checkup? How to get one? What is done?

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[If they are interested in a website]- How do we drive people to the website? What gets you to go to a website?
How do you typically learn/find out about websites you like? From a parenting blog? magazine?

Appendix B

The following protocol was used for the teen focus groups.

Welcome participants (assuming you have already introduced yourself as they entered the room, if not, also introduce yourself).

Hello and welcome. Thank you for being here. I will be moderating the session tonight and moving us along so that we touch on all of the key subjects on our agenda.

We are here today to talk about your experiences with healthcare. The purpose is to get your perceptions of how teens in Iowa feel about getting checkups. There are no right or wrong answers. We hope you feel comfortable saying what you really think and how you really feel. We are pleased you can be part of this group because we think you have important ideas. If at any time you are unsure of what a question means, don't hesitate to ask for clarification.

Someone will be taking notes (assistant) and tape recording the discussion so that we do not miss anything you have to say.

We want this to be a group discussion, so feel free to speak up when you have something to say. However, we would appreciate it if only one person did talk at a time. As I mentioned we have a lot of topics to cover so be prepared for me to move us along to make sure we touch on everything. The discussion will last approximately one hour.

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Any questions?

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Favorite song this week? Favorite thing to do in free time?

OK...now that we are all acquainted we can officially start and turn on the recorder.

Tell me about the last time you went to the doctor?

Was it because you were sick like you had a sore throat or a broken arm or did you need a checkup or a sports physical?

Who made the appointment? – Parent? You? Someone else?

Did anyone go with you?

IF check up

Who decided you needed a checkup?

Was that a good idea?

Do you think you needed a checkup?

Question to everyone-

What do you think a checkup is?

What would you call this type of visit?

What is done?

Who are checkups for?

Does someone your age need one? Why/why not?

How often should someone your age go?

Compared to the other things you have going on in your life- how important is it to you that you get a checkup every year?

In your opinion, what are reasons why people your age go to the doctor?