

4.1A Z-CAN FOCUS GROUP INSTRUMENT

Z-CAN FOCUS GROUP INSTRUMENT FOR FEMALE PARTICIPANTS

Screening criteria for participation:

- Female of reproductive age (18 – 49) (Probe for year of birth)
- Sexual activity in the last three months
- Resident of Puerto Rico
- Spanish fluency (Focus groups conducted in Spanish)

Formative Research

Thank you for participating. Our discussion should take about 2 hours. Please know that your answers are completely confidential. That means we will not identify you or link your answers to your identity. We will not let anyone outside of this project know of your participation. We are only interested in your opinion, and there are no right or wrong answers. If you don't understand the question, feel free to let me know and I can ask it another way. This is not a test, so feel free to say you don't know or don't have an opinion to offer. I also want to let you know that we have some people observing these groups from behind the mirror who will be taking notes and making sure we capture all your comments.

INTRO

- First let's get to know each other. [MODERATOR to add standard introductory section, which allows for participants to introduce themselves, break the ice, and also for sound-check in backroom/remote viewing]

PREGNANCY

- What are the conversations going on in your community regarding planning a family (reproductive life planning)?

Probes:

- Do people generally discuss plans to have kids/delay having kids?
 - Do people generally discuss this with their partner/spouse?
 - Do you think people are looking to delay/prevent pregnancy in the context of Zika?
- How does a woman prevent pregnancy in Puerto Rico if she wants to?

BIRTH CONTROL

- Birth control is sometimes called contraception. Are there other words/names women in your community have for it? [Use the name/word preferred throughout remainder of conversation]

- Where do women in your community look for information about birth control?

(Probes: Is it easy/hard to find information on birth control in your community?

Is it easy/hard for adolescents to find information on birth control in your community?)

TYPES OF BIRTH CONTROL

- Can you tell me about the types of birth control methods you are familiar with?
- Now, I'm going to ask you about two specific types of birth control options that can be effective for a long time, but you can choose to stop using them whenever you want. They are called long-acting reversible contraceptives (LARC) and they include IUDs and implants.
- Do you think women in Puerto Rico are familiar with or have heard of an implant?

Probe:

- Have you heard about it before today? If so, what have you heard about this birth control method?
How did you hear about this birth control method?

- Do you think women in Puerto Rico are familiar with or have heard of an IUD?

Probe:

- Have you heard about it before today? If so, what have you heard about this birth control method?
How did you hear about this birth control method?

MODERATOR TO EXPLAIN EACH

An implant is a small rod, the size of a match stick, that's inserted under your skin to prevent pregnancy. An implant is very effective for preventing pregnancy. It releases hormones consistently while it's implanted in your arm so that you don't get pregnant. An implant can stay in your arm and continue working for as long as 3 years. They are very effective for preventing pregnancy, but a doctor can remove it at any time if you decide that you want to become pregnant.

- How would women in your community like to get more information about this method?
- How will women talk with health care providers about this?
- What do you think women in your community might be concerned with about this method?

An intrauterine device or IUD is a small plastic T-shaped device that a doctor places in your uterus. There are different types of IUDs. Some IUDs can prevent pregnancy for 3 years while others are effective in preventing pregnancy for up to 10 years. Some IUDs contain no hormones while others have a very low dose of hormones. IUDs can be taken out at any time. They are very effective for preventing pregnancy, but a doctor can remove an IUD at any time if you decide that you want to become pregnant.

- How would women in your community like to get more information about this method?
- How will women talk with health care providers about this?
- What do you think women in your community might be concerned with about this method?

ACCESS/USE OF BIRTH CONTROL

Birth control is sometimes called contraception. Are there other words/names women in your community have for it? [Use the name/word preferred throughout remainder of conversation]

- Think about people you may know who are currently using birth control.
 - What seem to be the most common ones in Puerto Rico?
 - Please describe what you know about their experiences in getting birth control? Good? Bad?
- Who do you think would be supportive of women using birth control? Why or why not?
(*probes: partner/spouse, family members, friends*)

- Who do you think would be against women using birth control (or not supportive)? Why or why not? (probes: partner/spouse, family members, friends)
- What are some of the things that make it hard for women in your community to get birth control if they want to prevent pregnancy?
 - Does religion play a role?
 - Do fears of side effects play a role?
 - Is there an expectation of abstinence among youth or non-married women?
 - Limited access to health care?
 - Limited access to contraception?
 - Cost?
 - Being uncomfortable discussing it with your partner?
- What are some of the things that make it **easy** for women in your community to get birth control if they want to prevent pregnancy?
- How do adolescents in your community learn about sexual health and birth control? How would they go about accessing birth control?
- Do you think sexual partners' opinions are a factor in deciding whether or not women in Puerto Rico should use birth control? And how do partners influence decisions around birth control?
 - Who else would influence this decision? (probe: close family? close friends?)
- Who do you think would be a good person or people to inform you and your friends about birth control options to delay or avoid a pregnancy? (Probes: a physician, celebrity, religious or spiritual leader, someone like you.)
- Are there any organizations that are really trusted as reliable sources of information for birth control?
- What type of information do you think women in Puerto Rico would like to receive about different types of birth control methods?
- What would be the best way for us to provide this information? (Videos? Educational pamphlets? Community/public meetings? Internet? Radio?)

Zika

- What have you heard about the Zika virus?
 - Where are you getting information about Zika?
 - Have you seen or heard of any campaigns about Zika? [Probe for Deten El Zika and Puerto Rico Health Department campaigns]
 - What do you think about each of these campaigns? [Probes: Who is it for? Is it trustworthy; believable?]
 - What are you concerned about regarding Zika?
 - What if anything are you doing to protect yourself from it?
- Has Zika impacted your thinking about pregnancy or pregnancy planning? How?
- I'm going to read you a statement about Zika, please listen closely and take notes to help you remember anything that you didn't know, questions, or if something surprises you:

Zika is spread to people primarily through the bite of an infected *Aedes* species mosquito but can also be spread through sexual activity. The most common symptoms of Zika are fever, rash, joint pain, and conjunctivitis (red eyes). The illness is usually mild with symptoms lasting for several days to a week after being bitten by an infected mosquito. People usually don't get sick enough to go to the hospital, and they very rarely die of Zika. For this reason, many people might not realize they have been infected. However, Zika virus infection during pregnancy can cause a serious birth defect called microcephaly as well as other severe fetal brain defects.

- Discuss:
 - Did you hear anything you didn't know already?
 - Did you know it was possible to contract the Zika virus through sexual activity?
 - How, if at all, does this impact your thinking about pregnancy or birth control?
- Is there anything that could motivate you to consider using birth control if you were interested in delaying or avoiding pregnancy, especially now with Zika being an issue?
- Would women in your community prefer using the word "prevenir" o "evitar" when discussing delaying or avoiding pregnancy?

Z-CAN Focus Group Instrument for Male Participants

Screening criteria for participation:

- Men of reproductive age (18 – 49) (*Probe for year of birth*)
- Sexual activity in the last three months
- Resident of Puerto Rico
- Spanish fluency (*Focus groups conducted in Spanish*)

Formative Research

Thank you for participating. Our discussion should take about 2 hours. Please know that your answers are completely confidential. That means we will not identify you or link your answers to your identity. We will not let anyone outside of this project know of your participation. We are only interested in your opinion, and there are no right or wrong answers. If you don't understand the question, feel free to let me know and I can ask it another way. This is not a test, so feel free to say you don't know or don't have an opinion to offer. I also want to let you know that we have some people observing these groups from behind the mirror who will be taking notes and making sure we capture all your comments.

INTRO

- First let's get to know each other. [MODERATOR to add standard introductory section, which allows for participants to introduce themselves, break the ice, and also for sound-check in backroom/remote viewing]

Sexual Transmission:

- Do people expect men in Puerto Rico to be or act a certain way? If yes, what do they expect?
- What attributes or characteristics do people value or respect in a man?
- What are the most important things in your life?
- What are your favorite things to do and your favorite places to go?

PREGNANCY

What are the conversations going on in your community regarding planning a family (reproductive life planning)?

Probe:

- Do people generally discuss plans to have kids/delay having kids?
- Do people generally discuss these with their partner/spouse?
- Do you think people are looking to delay/prevent pregnancy in the context of Zika?
- How do couples prevent pregnancy in Puerto Rico if they want to?

BIRTH CONTROL

- Birth control is sometimes called contraception. Are there other words/names you have for it? [Use the name/word preferred throughout remainder of conversation]
- Where do couples in your community look for information about birth control?

Probe:

- Is it easy/hard to find information on birth control in your community?
Is it easy/hard for adolescents to find information on birth control in your community?
- Can you tell me about the types of birth control methods you are familiar with?

TYPES OF BIRTH CONTROL

- Now I'm going to ask you some questions about two specific types of birth control options that can be effective for a long time, but you can choose to stop using them whenever you want. They are called long-acting reversible contraceptives (LARC) and they include IUDs and implants.
- Have you heard of an implant before today?
 - What have you heard about this birth control method?
- Have you heard of an IUD before today?
 - What have you heard about this birth control method?

MODERATOR TO EXPLAIN EACH

An implant is a small rod, the size of a match stick, that's inserted under the woman's skin to prevent pregnancy. An implant is very effective for preventing pregnancy. It releases hormones consistently while it's implanted in the woman's arm so that she doesn't get pregnant. An implant can stay in her arm and continue working for as long as 3 years. They are very effective for preventing pregnancy, but a doctor can remove it at any time if the woman decides that she wants to become pregnant.

- Do you think women and their partners in your community would be interested in getting more information about this method?
- Do you think women and their partners in your community would consider talking to their health care provider about this method?
- What do you think women and their partners in your community might be concerned with about this method?

An intrauterine device or IUD is a small plastic T-shaped device that a doctor places in the woman's uterus. There are different types of IUD. Some IUDs can prevent pregnancy for 3 years while others are effective in preventing pregnancy for up to 10 years. Some IUDs contain no hormones while others have a very low dose of hormone. IUDs can be taken out at any time. They are very effective for preventing pregnancy, but a doctor can remove an IUD at any time if the woman decides that she wants to become pregnant.

- Do you think women and their partners in your community would be interested in getting more information about this method?
- Do you think women and their partners in your community would consider talking to their health care provider about this method?
- What do you think women and their partners in your community might be concerned with about this method?

Sexual Transmission:

Now, I want to talk specifically about condoms.

- What comes to mind when you think about condoms? Probe for positives and negatives
- Are there other words or names for condoms that you have heard of?
- Who uses condoms?
 - For what reasons? *Probe for reasons why condoms would not be or are not used*
 - In what situations? *Probe for situations when condoms would not be or are not used*
- Are condoms easy to get in Puerto Rico? If no, probe why not. What would make it easier to get condoms?
- What brand of condom do men use/prefer?
- If the government provided free condoms, what would you think?
 - Probe: Would you use them? Why or why not?
 - What would make you more likely to take and use them?
 - What would make you less likely to take and use them?
 - Do you think other men would use condoms that the government provided for free?
- If the government provided free condoms, what would you think?
 - Probe: Would you use them? Why or why not?
 - What would make you more likely to take and use them?
 - What would make you less likely to take and use them?
 - Do you think other men would use condoms that the government provided for free?
- Where would men in general want to get these condoms?
Encourage men to think outside the box and beyond the typical venues of clinics and pharmacies.
 - Probe: What venues, places or organizations should pass out condoms?

ACCESS/USE OF BIRTH CONTROL

- Do you think men in Puerto Rico would be supportive or against their partners using one of the two birth control methods we just described above: implants or an IUD? Why or why not?
- In your opinion, what are some of the things that would prevent you and your partner from using or getting more information about or getting birth control if you wanted to prevent pregnancy?

Probe:

- Does religion play a role?
- Do fears of side effects play a role?
- Is there an expectation of abstinence among youth or non-married couples?
- Limited access to health care?
- Limited access to contraception?
- Cost?
- Being uncomfortable discussing it with your partner?

- Who do you think would be a good person to inform you and your partner about birth control options to delay or avoid a pregnancy? Probes: a physician, celebrity, religious or spiritual leader, someone like you.
- Do you think people in Puerto Rico would be open to receiving information about birth control?
- What would be the best way for us to provide this information? (Videos? Educational pamphlets? Community/public meetings? Internet? Radio?)

Zika

- What have you heard about the Zika virus?
 - Where are you getting information about Zika?
 - What are you concerned about regarding Zika? What, if anything, are you doing to protect yourself from it?
 - Are you worried about your partner becoming infected?
 - Has Zika impacted your thinking about pregnancy or pregnancy planning? How?
- I'm going to read you a statement about Zika, please listen closely and take notes to help you remember anything that you didn't know, questions, or if something surprises you.

Zika is spread to people primarily through the bite of an infected Aedes species mosquito but can also be spread through sexual activity. The most common symptoms of Zika are fever, rash, joint pain, and conjunctivitis (red eyes). The illness is usually mild with symptoms lasting for several days to a week after being bitten by an infected mosquito. People usually don't get sick enough to go to the hospital, and they very rarely die of Zika. For this reason, many people might not realize they have been infected. However, Zika virus infection during pregnancy can cause a serious birth defect called microcephaly as well as other severe fetal brain defects.

- Discuss:
 - Did you hear anything you didn't know already?
 - Did you know it was possible to contract the Zika virus through sexual activity?
 - Did you know that Zika can be transmitted sexually even when a person doesn't have symptoms or feel sick? Probe: How does that make you feel?
 - How, if at all, does this impact your thinking about pregnancy or birth control?
- Is there anything that could motivate you to consider using birth control if you were interested in delaying or avoiding pregnancy, especially now with Zika being an issue?
- What things could you do to keep from getting or giving Zika to your partner?
- Because Zika can cause serious birth defects to developing babies, doctors recommend that men and their pregnant partners use condoms or not have sex for the entire pregnancy. What do you think about this information?

1. Probes:

- Is it believable?
 - Is it doable for pregnant couples?
 - Why or why not?
 - If your girlfriend/wife was pregnant, would you be able to follow this recommendation? Why/not?
- Probe:
- What would make it hard to use condoms for the entire pregnancy?
 - What would make it easier to use condoms for the entire pregnancy?
 - What might make it hard to not have sex for the entire pregnancy?
 - What might make it easier to not have sex for the entire pregnancy?

- Do you think other men like you could follow this recommendation of using condoms or not having sex for the entire pregnancy? Why or why not?
- If we wanted to let men know that Zika can be passed sexually and how to prevent it, what would be most important things to tell men?

2. Probe:

- Who should we use to deliver the information?
- Who should not deliver the information?
- What organizations or people would be trusted sources?
- Probe for: Puerto Rico Health Department, Deten El Zika campaign, and CDC.
- What organizations or people would not be trusted sources?

CONCEPT TESTING

During the Zika outbreak in Puerto Rico, it will be important for couples to be able to have access to birth control if they want to delay or avoid pregnancy. The Zika Contraceptive Access Network (Z-CAN) project is a new effort that will provide the full range of contraceptive methods for free to women living in Puerto Rico who want to delay or avoid pregnancy during the Zika virus outbreak through a network of trained healthcare providers all over the island. I'm going to share three ideas that have been created to help raise awareness about this project. These were all developed for women but we feel it is important to understand your opinions, too, because birth control is often a decision that gets made together.

For now, I would like us to avoid comparing; instead, let's consider each on its own first.

Hand out a copy of Concept Statement (Text Only). As Moderator reads it out loud, have participants circle the words or phrase that are most appealing or interesting and draw a line through any word or phrase that is confusing, not understood or not liked.

Probe following areas for each Statement BEFORE presenting Mood Board:

What are they trying to say here (what is the main message)?

What does this say about birth control?

What does this say or imply about the people they are talking to?

Is there anything you especially like/dislike about this statement?

Does the IDEA make you interested in finding out more about Z-CAN clinics or birth control for you and your partner? How does this IDEA make you feel about birth control?

Hand out a copy of Mood Board.

- What does this say about birth control?
- Does this match the statement you just read?
- Does it help you understand the statement more?
- Does it add anything to what you just read?
- Is anything missing?
- Is it offensive in any way?

Hand out a copy of Key Visual

- Write down your first impression of this visual – do you like it?
- What does it make you think? Would you sum up in just a few words your first impression of this visual?
- Is it offensive in any way? Why or why not?

[Repeat for each of the 3 concepts.]

COMPARISON Now, that you've seen all of these:

- Which is most likely to get you to talk to your partner about going to a Z-CAN clinic?
- Which is more likely to get you to look up more information about birth control?
- After our discussion today, I'm curious how, if at all, your opinion about birth control changed.

That was our last question. Please let me check with my colleagues before you go to make sure I haven't missed anything or that they don't need us to clarify anything we have shared today.

Thank you for participating in this focus group. The information you provided will be extremely helpful during this Zika outbreak and we appreciate your time and insights.