

## 4.1B Z-CAN CONCEPT TESTING INSTRUMENT

### Z-CAN CONCEPT TESTING INSTRUMENT FOR FEMALE

#### Z-CAN Concept testing Instrument for Female Participants

During the Zika outbreak in Puerto Rico, it will be important for women to have access to birth control if they want to delay or avoid pregnancy. The Zika Contraceptive Access Network (Z-CAN) program is a new effort that will provide the full range of contraceptive methods the same day and for free to women living in Puerto Rico who want to delay or avoid pregnancy during the Zika virus outbreak. There will be a network of trained healthcare providers all over the island to provide services.

I'm going to share three ideas that have been created to help raise awareness about this project. For each, it's important that I understand your opinion.

We'll repeat this same process with each of the three ideas.

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

***Hand out a copy of First Concept Statement (Text Only). As Moderator reads it out loud, have participants circle the words or phrases 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, if anything, caught your attention the most?
- 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?
- Does the message relate to you? If so...How? If not...Why Not?
- How does it make you feel?
- 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?
- How does this IDEA make you feel about birth control?

***Hand out a copy of Mood Board***

- What, if anything, caught your attention the most?
- What does this say about birth control?
- What does this say or imply about the people they are talking to?
- 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?

### ***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?
- Do you like it? Not like it? Why or why not? Did it grab your attention?
- How do you feel about the image used here? Is it helpful or engaging? Why or why not?
- Does this speak to you?
- 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 let's compare them.

#### **Have participants write down their favorite and least favorite concept**

- Discuss favorites & least favorites
  - What makes \_\_\_\_\_ your favorite?
  - What makes \_\_\_\_\_ your least favorite?
- Which is most likely to get you to go 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 to women in Puerto Rico during this Zika outbreak and we appreciate your time and insights.

## **Z-CAN Focus Group Instrument for Male Participants**

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.