

Cuyahoga County Board of Health Focus Group Research Design Schematic

CCBH Point B Goals

CCBH wants to speak with African-American and Latinx County residents to understand their awareness of, attitudes toward and current behaviors in relation to COVID-19 and flu (including barriers and motivators to obtaining vaccines and boosters). CCBH also wants to understand participants’ knowledge about a range of chronic diseases and underlying health conditions that disproportionately impact Black and Brown communities, along with how residents are dealing with these health challenges, both for prevention and for disease management. With this understanding, CCBH’s goal is to improve health outcomes among the County’s underserved, vulnerable and marginalized citizens.

Pre-Focus Groups		Administer the Pre-Focus Group Survey <ul style="list-style-type: none"> All participants complete the survey prior to the focus group Survey will be sent to the participants via email and/or text in the days before the survey
		Focus Group Administration <ul style="list-style-type: none"> Participants are let into the Zoom meeting Welcome the participants, explain the process and get consent to record the focus group Remind participants to use the bathroom now if needed and to be in a quiet room, with no distractions Review focus group guidelines/rules
Recorded Zoom Focus Group Officially Begins		
90 Minutes	5 Minutes	Section #1 Warm-Up <u>Introduction/Warm-Up Questions</u> <i>Goal: Ice breaker. Getting to know the participants, by understanding in general what “being healthy” means to them. What health issues are most important to them and why?</i>
	15 Minutes	Section #2 Point A <u>Knowledge & Attitudes: COVID and the Flu</u> <i>Goal: To get an understanding of participants’ knowledge about COVID and the flu and their perceptions about the respective seriousness of these two infections. Are they “over” COVID at this point? Personal stories about the impact on them or anyone they know of COVID or flu. Understanding of different mitigation strategies to prevent and stay safe from COVID and from the flu.</i>
	15 Minutes	Section #3 Point A <u>Knowledge & Attitudes: COVID and Flu Vaccinations</u> <i>Goal: To get an understanding of the target population’s awareness of, attitudes toward and behavior in relation to COVID and flu vaccines. Have they gotten the COVID primary series, early and/or updated booster? Understanding of why the new booster is needed. Do they typically get annual flu vaccines? What are the barriers and motivators to accessing vaccines in their community? What do they need and want with regard to COVID and flu vaccine information?</i>

15 Minutes	Section #4 Point A	<p><u>Knowledge & Attitudes: Chronic Diseases</u> <i>Goal: To get an understanding of participants’ knowledge about the primary chronic diseases that disproportionately impact Black and Brown communities. Understanding about the connection between underlying or chronic health conditions and outcomes from COVID or flu. What are the chronic diseases that have impacted them or members of their families? Any misconceptions about chronic diseases and the seriousness of their impact?</i></p>
5 Minutes	Section #5 Point A	<p><u>Trusted Sources for Health Information</u> <i>Goal: Understand where people go to find health information and what motivates participants to seek out health information. What types of health information and resources do they typically seek to access? Where have they looked for that information? What has been their experience looking for health services? Who have been good sources of information?</i></p>
10 Minutes	Section #6 Point B	<p><u>Message Testing: “Framing/Relevant Context/Worldview” the COVID and Flu Vaccines</u> <i>Goal: To get an understanding of what types of message framing will resonate with participants and encourage them to get the COVID and flu vaccines. How do they frame “making an informed decision” regarding COVID boosters and flu vaccines (that speaks to their context)? Get feedback on any existing messaging.</i></p>
15 Minutes	Section #7 Point B	<p><u>Message Testing: Promoting Preventive Care and Management of Chronic Diseases/Underlying Health Conditions</u> <i>Goal: To get an understanding of what types of messages will resonate with participants and encourage them to get preventive care and to manage any existing underlying health conditions, through a primary physician or health clinic. What do they need to know to make informed decisions about managing their health conditions? About identifying a trusted, affordable healthcare provider? Get feedback on any existing messaging.</i></p>
10 Minutes	Section #8 Point B	<p><u>Message Senders & Media Channels: Traditional, Non-Traditional, Social Media</u> <i>Goal: To get an understanding of how to best reach participants with information about COVID and flu vaccines and preventive/disease-management care. Which media channels would be most effective? What community-based outreach activities would be effective? Who are some of the community leaders or influencers who are well-respected when it comes to health? Are there any people who influence or motivate them in their healthcare decision making?</i></p>
Zoom Recorded Focus Group Officially Ends		
5 Minutes	<p>Focus Group Administration</p> <ul style="list-style-type: none"> • Thank participants and remind them on how they will receive their gift cards. 	