

THE PROMOTING HEALTHY FAMILIES - PUBLIC HEALTH APPROACH TO PARENTING STUDY MODERATOR GUIDE: PROVIDER FOCUS GROUP

Before we begin, I'm going to start the recording and then state the date and time, your focus group ID#, and my own name.

The date is [month, day, year] at [time with Time Zone (EST/MT)] the Focus group ID number is [#], and my name is: [moderator name].

Thank you for participating in the Promoting Healthy Families –Public Health Study, I am grateful for your willingness to speak with me today. You have been asked to participate because you responded to the initial survey on the Parenting for Lifelong Health (PLH) materials in advance of this focus group to provide your feedback as a child and family mental health/ public health care professional.

Today, I'm going to ask you a series of questions about your views on the PLH materials (social media kits and tip sheets) for families with children aged 2-6 years old. Your candid reflections on these topics are critical to helping us achieve our study goals. There are no right or wrong answers, and we are truly interested in hearing your opinions.

Please note that the focus group is expected to take about 60-90 minutes to complete. It will be audio-recorded to ensure accurate capturing of your responses. Any information you provide will be de-identified, meaning that any unique information that could identify you (e.g., your name and your place of employment) will be removed. You can decline to answer any or all questions during this discussion or stop at any time. To respect everyone's privacy, we ask that you not repeat or share any part of today's discussion with others outside of this group.

Do you have any questions about this before we begin? Ok, if a question comes up, feel free to ask it at any time, and I can always stop the recorder. Are you ready to begin?

WARM UP

I would like to start with a warmup activity to hear your thoughts on the greatest needs of caregivers of young children today and how social media ads may (or may not) inform positive parenting practice?

Everyone please take a few moments to look at the social media ads and select the top THREE sheets you think would have the most impact on positive parenting practice to address the greatest needs facing caregivers of young children today? There are seven social media ads in total. *Note: moderator shares screen to show ads.*

1. Would anyone like to share why you selected the social media ads that you did?
 - a. Why do you think they may help inform positive/playful parenting practice?
 - b. How are they effective in conveying a positive/playful parenting message?
2. Are there any important caregiving topics you think are missing from these social media ads? Would you recommend that any topics be added to these ads?

- a. If yes, which ones? Why are these topics important to caregivers?
3. Are there any of these social media ads that you feel would be unhelpful for caregivers and why?

Part A: Sorting activity with tips sheets

Now I would like everyone take a few moments to look at the tips sheets, especially the main topic addressed by each sheet. There are eight tip sheets in total. *Note: moderator shares screen to show tips.*

As you are reviewing the sheets, please select the top THREE sheets which you think address some of the biggest challenges facing caregivers of young children today.

[Facilitator gives participants ~3 minutes to review and select sheets.]

→ Facilitator: Can each person please read out the sheets they selected that they think address some of the biggest challenges facing caregivers of young children today?

4. Would anyone like to share why you selected the sheets that you did?
 - a. What makes you say these some of the biggest challenges facing caregivers today?
5. How do you think we can help families address some of these challenges?
 - a. PROBE: What type of information or services would be helpful?
6. Are there any important caregiving topics you think are missing from these materials? Would you recommend that any topics be added to these materials?
 - a. If yes, which ones? Why are these topics important to caregivers?

Part A: Acceptability of PLH materials

The next set of questions are related to your thoughts and reactions about the information provided in the parenting tip sheets.

Please take a moment to re-familiarize yourselves with the sheets. We would like to discuss both format/ presentation of the information on the sheets and the information itself.

[Facilitator gives participants ~3 minutes to look at tips sheets]

Affective attitude:

1. What are your first impressions of / reactions to the Parenting for Lifelong Health tip sheets?
2. Who do you think these tip sheets are targeting? Which population(s)? *Please explain.*
3. Do you think that these tip sheets are effective in delivering their messages? Please explain.

- a. *If yes, how do you think the tip sheets help the reader/ intended audience understand the main topics presented?*
- b. PROBE: *Can you comment on the language used on the tips sheets? Does the language feel accessible and appropriate for the intended audience?*
- c. PROBE: *What are your thoughts on the format/ layout/ design of the sheets?*
 - i. *Is the general format effective? Is it engaging? Why or why not?*

PROBE: *Can you please comment specifically on the graphic representations of families (blue characters) used on the sheets? What are your impressions of these characters? Do the 'work' in the context of these sheets/ the families you work with? Why or why not?*

Burden:

4. Do you think these sheets would be easy or difficult for families you work with to use and process? *Please explain.*
 - a. *If yes, how do you think we can overcome these barriers?*
5. Do you think there are any essential topics relevant to the families you work with which were left out of this package? *If yes, which topics would you add to this bundle?*
 - a. PROBE: *Do any of these messages feel irrelevant or not useful to the families you serve? If yes, which ones? Why do you think these messages feel irrelevant?*

Self-efficacy:

6. Do you believe that parents and families will feel confident enough to utilize the tips mentioned in the materials?
 - a. PROBE: *Do you think families would need any extra information or support to put them into practice? Please explain.*
7. Socio-cultural context(s) of the populations you work with:
 - a. *Can you please comment on the cultural adaptation, accessibility and appropriateness of the tip sheets? Do you think these sheets are culturally appropriate/ adapted for the families you work with?*
 - b. *Do you have any suggestions for how these sheets could be better adapted to communicate specifically to the socio-cultural identities of the families you work with?*
 - c. *Could the tips sheets do a better job of communicating across cultures? Please explain.*

PART B: Feasibility of PLH materials

We would like to ask you about your views regarding the potential to incorporate these tip sheets into your practice or for potential scale-up to disseminate them more universally through websites and promotional campaigns.

1. Would you use these tip sheets in your practice – why or why not?
 - a. If yes, how do you envision incorporating them into your practice?
2. What, if anything, did you learn from the materials?
3. What benefits do you see to using these materials?
 - a. PROBE: *Do you think these specific materials offer anything unique or different from other materials you have seen or used before on this or similar topics?*

4. What barriers do you see to using these materials?
 - a. PROBE: *What challenges might you encounter in making these tips sheets widely available?*
5. Based on your experiences as a provider, which modes of communication do you think would be most effective in getting information to parents, caregivers and families? Why?
 - a. PROBE: *Have you found any specific modes of communication to be particularly challenging or ineffective in your work? Please explain.*

WRAP UP:

Those are all the formal questions I had for today's focus group. Was there anything I didn't ask about that you think is important for us to know about the Parenting for Lifelong Health materials?

CLOSE OUT:

Thank you so much for your participation today. As a reminder, the consent form that you signed gives you details about how we'll keep your information confidential, and what you can do if you would like to withdraw from the study. Finally, as a reminder, we would like to give you a small token of appreciation for your time today. You will receive an email with a gift card after this meeting. I think that's it from my end. Do you have any additional questions or comments? Ok, thank you so much. I will now turn off the recording.