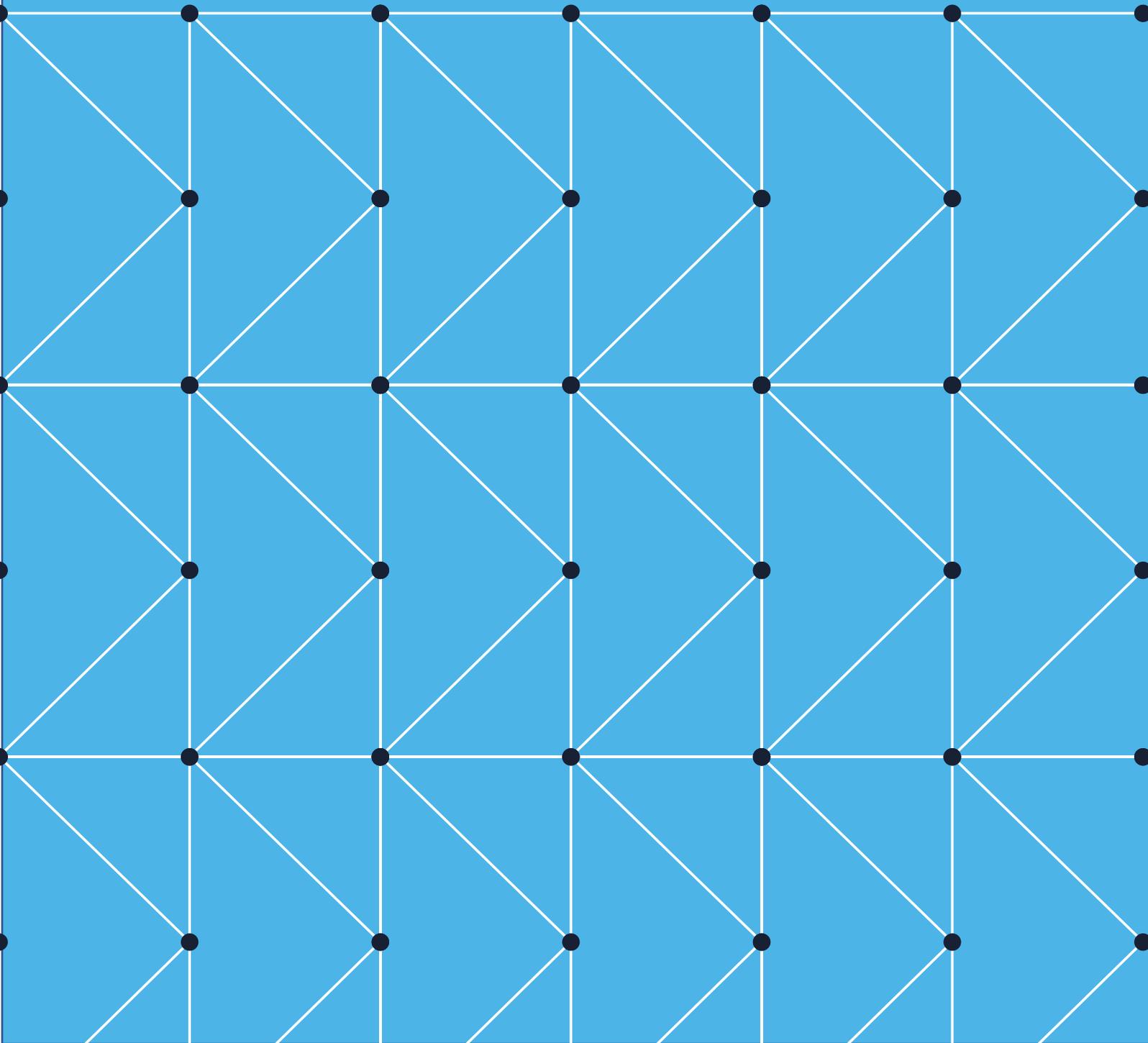


Topic Guide Triads



Discussion Guide – 60 minutes – Triads

Please note: The questions throughout this discussion guide are there as prompts rather than a structured question-answer interview. The discussion will be free flowing, open and sensitive in nature.

Notes for moderator are in purple – these are not to be read out, but useful for the moderator to be aware of.

INTRODUCTION (5 MINS):

- Explain purpose of the research and role of Core Research, confidentiality, audio recording, and timing.
- No right or wrong answers, simply looking for their honest feedback, opinion etc
- Explain session agenda and timing. Comfort breaks.
- Participant introductions
 - Name, age, children, occupation/working status, area living in etc.

Warm up (intended to relax participants):

Moderator: *We understand that you may have heard much about CervicalCheck (the national cervical screening programme) and you may have heard that there will be some changes to come in 2020. The purpose of this research is to get women's views on a new communication campaign regarding the future cervical screening methods that will be introduced in Ireland in 2020. Your feedback will help to improve and optimise these communications and will ensure that the information that is provided to women is clear, comprehensive and easy to understand (Moderator: Ensure all are comfortable to go ahead).*

KNOWLEDGE & UNDERSTANDING (5 MINS):

Note: this section will be short.

- What do you know about *Cervical Cancer*?
Areas to probe:
 - Is there anything you would like to know more about?
 - How does it occur?
 - What is your understanding of the risk of cervical cancer? (**moderator to be aware that: for some women their perceived risk can impact on whether they attend for screening or not**)
 - Where would you go if you wanted/ looking for more information?
 - What do you know about the *HPV virus* and the link with cervical cancer?
- Thinking now about *Cervical Screening (smear test / pap test)*?
Areas to probe:
 - Have you had a cervical screening before?
 - What are the benefits of screening? What are the limitations of screening?
 - How likely are you to attend each time you are invited? - **only ask of eligible women**
 - How likely would you be to attend (when invited) - **only ask of pre-eligible women**
 - If they have not had a cervical screening, ask → why not? (probe barriers)
 - **moderator listen out for** mentions of diagnostic vs. screening – what is their understanding? **Also, to listen out for whether they think screening prevents cancer.**
 - Where would you go if you wanted/ looking for more information?

Evaluation & Ideation (45 MINS):

Stimulus to test (in order):

- Messaging (5 options)
- Headline (6 options)
- Letter (4 letters: invitation, results, referral to colposcopy, opt-out of service)
- Visuals (3 options: animation, live action, mixed media)
- Names (4 options)

Moderator say → *An area that we are trying to improve as part of screening is the information we provide to women. We want to provide clear information on areas such as the changes to the screening method and communication of your results. We would like your help with improving this information. We will now show you a number of materials that women receive before, during and after screening (formerly known as a smear test) and we would like to get your feedback on them. We would also like to get your opinion on a few different designs for potential ads.*

Please read each of the communications thoroughly (feel free to make notes on the document) and then complete the short evaluation form on comprehension, clarity, tone (**moderator to hand out once participant has read through once, this will be completed after each item**), after this we will discuss together.

For Messaging stimulus ask:

- What is your first reaction?
- Is the language clear? Anything unclear? Ambiguous?
- How easy or not is it to understand?
- Are the changes to the screening process clear? Anything unclear?

- How comfortable are you with the information?
- Do you feel more/less informed? Why?
- How would you feel, what would they do if they received this communication?

- What piece of information do you feel is most important? If you were to re-phrase how would you describe it to a friend?
- Tone: what is your impression?
- Is there anything that you would change?
- Is there anything that you feel is unnecessary or that you wouldn't need in order to understand the information?

Specific questions: Gender neutral language - if it does not come up unprompted, probe:

- Women / people with a cervix – is this clear?
- How do you feel about this?
- Have you seen this before in other information leaflets / campaigns?

If relevant, moderator to explain: The HSE aim for all new advertising, where possible and practical, to be gender inclusive and ask what they think of the gender inclusive description here that includes all women / people with a cervix who don't identify as a woman.

- **Test alternative wording options and language options against the criteria above**

For Headline stimulus ask: Based on what you know now.....

- What is your first reaction?
- What is your favourite / least favourite option? Why?
- Is there any you would prefer? And why is that?
- Based on the messaging we just discussed, which headline / tagline works best (i.e. clear/easy to understand)?
- **Test alternative wording options and language options against the criteria above**

(Moderator to explain that the headlines and straplines are not married together and that participants can mix and match or come up with new options themselves that they feel would work better)

For Letter stimulus: Participants will be instructed to read through the letter by themselves and complete an evaluation form, we will then discuss, and ask:

- What is your first reaction?
- Is the language clear? Anything unclear? Ambiguous?
- How easy or not is it to understand?

- Are the changes to the screening process clear? Anything unclear?
- How comfortable are you with the information?
- Do you feel more/less informed? Why?

- How would you feel if you received this communication?
- What would you do if you received this communication?
- What piece of information do you feel is most important?
- Are you clear on what the next steps would be upon receiving this letter?
- Tone: what is your impression?
- If you wanted more information, where would you go to get this information?
- Is there anything that you would change?

Specific questions to probe for the letters:

- You won't be able to just make an appointment for cervical screening. You will be invited as usual when your next smear is due. Is "called" or "invited" a better word to use?
- Do the logos help your understanding of where the letter is coming from? Do you think either logo should be more prominent?
- How helpful or not is it to say that it used to be called a 'smear test'? why do you say that?
- How important is it to have the symptoms in there?
- Which closing line is better? Why do you say that?

For Visual stimulus ask:

(moderator to read blurb associated with each route) these will be rotated for each group to avoid order bias.

- What is your first reaction?
- Likes and dislikes
- What is your favourite / least favourite option? Why?
- Look and feel

- Describe the mood
- Does it fit with what you expect from HSE / Cervical Screening Programme?
- Probe on animations vs people – which works better?
- Messaging and visuals – what combination would work best?
- Is there anything that you would change?
- How do the logos make you feel? Do you think they should be more prominent?

Specific questions for visuals:

- Is having GP/practice nurse in the copy important?

For Names stimulus ask:

- What name do you think works best? Why?
- Fit with the information / messaging
- Would another name work better?

Sum up (5 MINS):

- What is most important message to get right? / communicate
- What is the most appropriate tone that should be used?
- What design is most appropriate?
- Do you have anything else to add?

Thank and end.