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# **Perception of Concepts and Messages for Breast Cancer Screening**



**Findings From Focus Groups With African American  
Women Aged 40–64\***

## **Topline Summary**



Division of Cancer Prevention and Control  
Centers for Disease Control and Prevention



*\*Models on cover are not necessarily Focus Group participants*

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## I. INTRODUCTION

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In the United States, breast cancer is a serious national problem. The chance of a woman having invasive breast cancer at some time in her life is about 1 in 8, and the chance of death from breast cancer is about 1 in 33. With the exception of skin cancer, breast cancer is the most commonly diagnosed cancer among women and the second leading cause of cancer death in women after lung cancer. In 2007, the American Cancer Society (ACS) estimates that 178,480 people will have invasive breast cancer. About 40,460 women will die from the disease this year. Currently, there are slightly more than 2 million women living in the United States who have been treated for breast cancer (ACS, 2007a). While data indicates that the rates of death from breast cancer are declining (likely due to early detection via mammograms and improved treatment), evidence suggests that African American women suffer disproportionately from breast cancer mortality.

African American women with breast cancer are 67% more likely to die from the disease than their white counterparts (ACS, 2007b). In order to address this disparity in breast cancer morbidity and mortality, the overarching purpose of this study is find ways to improve low-income African American women's knowledge and awareness of no-cost breast cancer screening and ultimately increase mammograms and early detection in this population. This topline report presents the findings from Phase II of this study to investigate radio messages and concept boards designed, based on Phase I findings, to increase knowledge, awareness, and breast cancer screening among African American women.

Audio message and concept testing was done to determine if the concepts and messages developed in radio and poster board format are clear and understandable to the target audience, personally relevant to the target audience, have sensitive or controversial elements, capture audience attention, match audience preferences for wording and format, and feature appropriate settings and activities. Specifically, this phase investigates through eight focus groups:

- ▶ What are the audience's general thoughts about the concepts presented?
- ▶ What are the audience's general thoughts about the radio ads?
- ▶ Are the radio ads understandable?
- ▶ Does the audience relate to the radio ads?
- ▶ How do the radio ads affect the audience?

The target audience for this research is low-income African American women aged 40–64, residing in Savannah and Macon, Georgia. As such, this study seeks to inform future development of a theory-driven pilot intervention/campaign using mass media to raise awareness about breast cancer, no-cost mammograms, and the benefits of early detection via mammography specifically among African American women.

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## II. METHODOLOGY

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Due to the exploratory and formative nature of this research, we chose focus groups as the most appropriate investigative technique, because of their “information-rich” nature. Focus group discussions, or “intensive group interviews,” are a flexible tool for exploring respondent awareness, behavior, concerns, beliefs, experiences, motivation, operating practices, and plans related to a particular topic and subissues (Krueger, 1994).

Focus group methodology is particularly useful for investigating emergent or poorly understood topics, such as how to address disparities in breast cancer by reaching a low-income African American audience with information about no-cost mammograms. A moderator can amplify individual responses through group comments and feedback or through a process of “sharing and comparing.” In addition, a skilled moderator can follow up or probe certain themes or views that were unanticipated in the design of the moderator guide, often yielding new information or additional nuances to existing information (Greenbaum, 1998; Morgan, 1998).

Note that despite its advantages, focus group methodology is not without limitations. Findings from focus group discussions are neither quantitative nor generalizable to the population as a whole. Focus group methodology emphasizes depth and insight; therefore, it does not utilize a rigorous sampling methodology that would be necessary in drawing wide-ranging conclusions (Krueger, 1994; Greenbaum, 1998). For example, the experiences of African American women participating in the focus groups in Savannah and Macon may or may not be reflective of and cannot be extrapolated to women who have different ethnic backgrounds and/or who live in other locations.

### III. AUDIENCE

In August 2007, eight focus groups were conducted with low-income African American women in Savannah and Macon, Georgia. The focus groups were segmented by women’s ages (40–49 years and 50–64 years) and screening status (screened or unscreened). Half of the participants were women who had received a mammogram in the past 2 years (screened), and the other half were women who met the eligibility criteria for enrollment but had not had a mammogram in the past 3 years (unscreened). Sixty-eight women participated in the groups. The table below presents the focus group segmentation. In each cell, the number in parentheses represents the number of women who participated in that focus group.

SEGMENTATION TABLE				
City	Screened (Women Screened in the Past 24 Months)		Unscreened (Women Not Screened in the Past 3 Years)	
	40–49 years	50–64 years	40–49 years	50–64 years
<b>Macon</b>	1 group (10)	1 group (10)	1 group (9)	1 group (9)
<b>Savannah</b>	1 group (5)	1 group (9)	1 group (7)	1 group (9)

The focus groups were held in two southern cities: Savannah and Macon. In both cities, local site recruiters (LSRs) conducted the recruitment and distributed recruitment screeners (Appendix A). To ensure the participation of between six and ten individuals per group, LSRs attempted to recruit at least 12 eligible individuals to attend each session. A skilled African American female moderator guided the focus group discussions. Staff members from Macro International Inc., Images USA, and the Centers for Disease Control and Prevention observed the groups.

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## IV. FINDINGS

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The findings below represent key responses to various questions posed to respondents in each topic area on the moderator guide (Appendix B). The topic areas are below.

- ▶ Conceptual message testing
- ▶ Message testing
- ▶ Message posttest

If there are any observed differences in the segments, they are discussed within the topic areas presented below. The prediscussion information sheet and results are in Appendices C and D. Please note that the text in quotes is gathered from field notes and is not directly quoted from transcripts.

### **A. Conceptual Message Testing**

Concept boards 1, 2, and 3 were tested with participants aged 50 to 64 years. The findings from concept testing are presented in table format below.

RESPONSE TO CONCEPT BOARDS 1, 2, AND 3

	1. Think About What You're Not Doing	2. You Can't Put a Price On Life	3. The Price of Life is Free With a Mammogram
<p>What do you think about this phrase?</p>	<p><b>Positive Impressions</b>  <b>Overall participants liked the phrase and images on the concept board.</b> Many participants commented that the phrase made them <i>"think about taking better care of myself."</i> Related to the images, in most groups, participants reported that they liked the images. They appreciated seeing beautiful happy people and family showing an elderly woman, a middle-age woman, and a young woman. They also said the image made them think that the older women had their mammograms and received good results.</p> <p><b>Negative Impressions</b>            Although participants liked the phrase, almost all women said the phrase did not suggest the need to get a mammogram. Some women said that it instead made them think about having safe sex. Many participants said they rarely read all of the information in an ad so the <i>"picture and the heading should prompt us to read the bottom."</i></p> <p>Related to the images, in some groups a few participants reported that the woman on the far right of the picture looked like a man.</p>	<p><b>Positive Impressions</b>  <b>Across groups, most women liked this phrase and image on the board.</b> Many stated that the concept board was perfect. Overall, the participants thought the phrase made sense and was a true statement. They said the phrase and image <i>"makes you think about the chances you're taking."</i></p> <p><b>Related to the images, many respondents said that the image portrayed love, dreams, and beauty.</b> They appeared to connect with the image of a grandmother with gray hair and said that it reminded them of their grandchildren. Respondents said that this picture meant, <i>"if you had waited a second longer you may not be able to hug your grandchild."</i></p> <p><b>Negative Impressions</b>            When asked what they disliked, only one respondent reported not liking the closed eyes. She recommended having models with open eyes and smiling.</p>	<p><b>Positive Impressions</b>  <b>In some groups, participants liked the phrase and said it made them think that it <i>"does not cost anything to get it done, so go on ahead and do it."</i></b> They liked that the phrase stressed early detection and the importance of attending to every aspect of one's body.</p> <p><b>Negative Impressions</b>  <b>Although some women liked the phrase, many thought the phrase was unclear.</b> Most said that <i>"Even if you get a mammogram, doesn't mean it will save your life."</i> Also <i>"life isn't free,"</i> and <i>"there is no price on life."</i> They said the phrase is <i>"contradicting itself because now you're putting a price on life."</i> Some women said that mammograms are not free and life the price of life is not free so the phrase was incorrect and confusing. Others misinterpreted the phrase and thought it means, <i>If you get a mammogram, they can find the cancer" or "If you do not get a mammogram, you would get cancer".</i></p> <p>Related to the images, most women did not like that the picture was in black and white instead of color and that they could not see the models' eyes. Some women said that they did not like that they could not tell the model's race/ethnicity. They said that the black and white made it look somber. One participant remarked, <i>"It looks like she may have waited too long because of the way she's hugging the child."</i></p> <p>Note that participant discussion and the responses in the unscreened group tended to be heavily centered on being cancer free.</p>

RESPONSE TO CONCEPT BOARDS 1, 2, AND 3

	1. Think About What You're Not Doing	2. You Can't Put a Price On Life	3. The Price of Life is Free With a Mammogram
What do you think the phrase means?	In most groups, respondents said that the main idea of the phrase was to get a mammogram and take advantage of things that are free. Others reported that the phrase stressed the need to pass along information to younger generations and those you love.	In Savannah, respondents said that the phrase meant to enjoy life as long as you can. They said the main message was <i>"no matter the cost of a mammogram, you should get it done"</i> and that <i>"since there is low cost or no cost, women should have no excuse."</i>  When asked this question, respondents in Macon did not offer a response, but instead engaged in discussion about access to free or low-cost services. In the unscreened groups, they said that they were unaware of free mammography services.	Respondents said that meaning of the phrase is that <i>"you can get a mammogram free and a mammogram can save your life if you get it early/before it's too late."</i>  In contrast, some women reported that the meaning of phrase was <i>"life is free, but a mammogram is not."</i> Some respondents said that the phrase and image targeted middle and upper class women and the elderly.
Is there anything confusing about the phrase?	Most participants said the phrase was unclear and not explicit enough. They commented that if they walked by a billboard with this image and phrase they would not think about breast cancer.	Across groups, participants did not note anything confusing about this phrase.	When asked this question, participants did not report anything confusing about this phrase. However, as noted earlier some women said that they could not understand how life was supposed to be free with a mammogram. In some groups, participants said that the phrase was vague and misleading because in the real world you have to pay something if you want good healthcare.
Do you believe what the phrase is telling you? Why or why not?	All of the women stated that they believed what the phrase was telling them, especially if they read the bottom of the poster and learned that what they were not doing was getting a mammogram.  Participants reported that this ad was meant for all ages because it included a young woman in the middle.	All of the women commented that they believed the phrase.  Participants said that the ad was for all women. However, one woman in Macon stated that the older model in the poster looked <i>"pretty well off"</i> suggesting that the ad was for middle to upper class women.	In the screened groups, participants said that they did not believe what this phrase was telling them. They said, <i>"mammograms are not free"</i> and <i>"life is not free."</i>  Conversely, all of the women in the unscreened segment believed the phrase. They said that it meant a mammogram could save your life.  Across groups, most participants said that the ad was geared toward older Black people, as well as everybody.

RESPONSE TO CONCEPT BOARDS 1, 2, AND 3

	1. Think About What You're Not Doing	2. You Can't Put a Price On Life	3. The Price of Life is Free With a Mammogram
What would be a better way to say what is meant by this phrase?	<p>Place the words breast cancer or the word mammogram in the phrase or somewhere noticeable on the board.</p> <p>Putting the words breast cancer in a new phrase, bolded at the top of the concept board, while keeping the language of the current phrase.</p> <p>Include men in the picture because men get breast cancer too.</p> <p>Use the phrase the price of life is free with a mammogram on this board.</p> <p>Change the phrase to:</p> <ul style="list-style-type: none"> <li>▶ <i>"Breast cancer...think about what you're not doing."</i> or</li> <li>▶ <i>"What you're not doing about your mammogram..."</i></li> </ul>	<p>Across groups, participants did not have any suggestions for better way to say what was meant by the phrase.</p>	<p>Across groups, respondents had many ideas for revisions to the phrase. These included:</p> <ul style="list-style-type: none"> <li>▶ <i>"The life of a mammogram is free."</i></li> <li>▶ <i>"Life is free with a mammogram."</i></li> <li>▶ <i>"A free mammogram can save your life"</i></li> <li>▶ <i>"Get a mammogram/Live longer."</i></li> <li>▶ <i>"Price of a mammogram is free (leave the word life out)."</i></li> <li>▶ <i>"Protecting life with a mammogram."</i></li> </ul> <p>In the screened groups, women stressed keeping the message about how mammograms can save one's life. In the older screened groups, women said to clarify how a mammogram is important to have.</p>
Would this phrase appeal to women like you?	<p>In almost all groups, participants said that the ad appealed to them. They also said that the ad was meant for the whole family, young girls, men, middle-aged women, African Americans, and all nationalities.</p>	<p>Across groups, all women agreed that the phrase appealed to them. In addition, many women liked the image of a grandmother and grandchild.</p>	<p>In screened groups, women said the phrase did not appeal to women like them because the concept targeted middle-class women. In contrast, unscreened participants commonly reported that the phrase was appealing because they liked seeing the word "free".</p>

### *Concept Boards 1–3 Comparisons*

#### **Which of these phrases appeals to you the most? Why?**

Across groups, participants said that the *“Think about what you’re not doing”* concept board appealed to them the most. Respondents called the phrase a *“true”* statement and said it offers a powerful message to women. Women commonly reported that the message and pictures convey the idea that it is not just your own life, but instead the lives of your family members that you should be concerned about. For example, one participant stated, *“If I don’t take care of myself, I can’t take care of others.”* In Macon, however, most unscreened respondents did not like the phrase *“think about what you’re not doing”* to promote mammography. They said that there are several things that they do not do that they should think about doing, many of which do not include breast cancer screening.

In Savannah, participants also liked the *“You can’t put a price on life”* board. In the older groups, women said that the board reminded them of their grandchildren. In addition, in Savannah, although women commented that *“the price of life is free with a mammogram”* phrase was confusing, they liked what they perceived to be a clear directive telling them exactly what to do (i.e., get a mammogram).

#### **Which appeals to you the least? Why?**

Across all groups, respondents reported that the least appealing phrase was *“The price of life is free with a mammogram.”* Participants commonly said that the phrase was confusing. They also questioned if mammograms are free.

Concept boards 4, 5, and 6 were tested with participants aged 40 to 49 years. The findings from testing these concepts boards are presented in table format below.

RESPONSE TO CONCEPT BOARDS 4, 5, AND 6

	4. Long Live Life	5. Strength Comes From Within...	6. Side Effects Include Knowledge
<p>What do you think about this phrase?</p>	<p><b>Positive Impressions</b>  <b>Across groups, women had a positive impression of this phrase.</b> Although some respondents commented that the phrase sounded backwards. Some respondents said the phrase made them think of early detection. They suggested changing to <i>“get your breasts checked and you will live a long life”</i> or <i>“if you take care of yourself, you’ll live longer.”</i></p> <p><b>Related to the images, women across groups said that the picture was beautiful and the colors were excellent.</b> Most respondents in the unscreened groups said the model in the image looked peaceful, like <i>“she’s saying thank you Lord.”</i> One woman said that she <i>“looks like she had that mammogram and is at peace with herself.”</i></p> <p><b>Negative Impressions</b>  <b>When asked what they disliked, some women in the screened groups said the model looked like she was dead or might be dying.</b> Others felt that she was praying. One person mentioned that the model’s face seemed to show sadness, to which another person commented that she might be meditating. A few respondents said that the poster needed more pink.</p>	<p><b>Positive Impressions</b>  <b>Participants said that the overall poster was appealing.</b> Many respondents said that the phrase made them think of being tested, having courage, and not being afraid. They said that that phrase made them think about their health and what they are not doing. One woman said, the phrase <i>“makes you think that you need to do something about this...right now.”</i> They also agreed <i>“the wording...the word strength is powerful.”</i></p> <p><b>Related to the images in the board, respondents liked the colors and the woman’s open eyes.</b> However, some women in the unscreened group reported that the model looked sad and had a lot on her mind.</p> <p><b>Negative Impressions</b>            Although participants did not report having anything they disliked, they did remark that there was too much writing on the poster.</p>	<p><b>Positive Impressions</b>  <b>In almost all groups, the overall impression of this poster was positive.</b> Related to the phrase, participants were not sure what side effects referred to. The women said that the phrase made them want to find out more about what it meant. Some participants, especially in the unscreened group, liked the phrase because they wanted to know more about the side effects. The phrase prompted many women to think they should get checked out, noting that the model in the poster looked like she may have received her mammogram results and they were positive.</p> <p><b>Related to the images, women said that the model looks like she received mammogram results and they were positive.</b> <i>In addition, in all groups, women liked that the model was Black, with a nice smile and big breasts. They said she looked “real”. However, they did not think that the concept board provided them with enough information, especially since it did not explicitly mention breast cancer.</i></p> <p><b>Negative Impressions</b>            Participants commented that the idea of “side effects” was somewhat frightening (see discussion below).</p>

RESPONSE TO CONCEPT BOARDS 4, 5, AND 6

	4. Long Live Life	5. Strength Comes From Within...	6. Side Effects Include Knowledge
<b>What do you think the phrase means?</b>	<p>Overall, women said the main idea of the phrase was to get a mammogram; live a long life; and take care of your health.</p> <p>In terms of the image, a few women asked why the breast logo was so small. Others followed up by commenting that the inset looked like a belly or a testicle, and not a breast.</p>	<p>Across groups, participants said that the phrase meant to go get tested yearly. The phrase also meant to get more focused on your health, try to get a mammogram, and promote early detection.</p> <p>Women in the screened groups said that the main message was to find out about your health. One woman said, <i>“what you don’t know, you need to find out.”</i> In the unscreened groups, respondents said that phrase meant that it is important to get a mammogram. They also said that, <i>“God gives you the strength to get a mammogram because of what the results could be.”</i> These women focused on the strength to deal with cancer versus the strength to get a mammogram for early detection.</p>	<p>Participants said that the phrase meant that people could avoid negative side effects, if they have knowledge. Some women said it meant that it is important to be educated about mammograms and the side effects of screening. Overall, there was not consistency in women’s understanding of the phrase.</p>
<b>Is there anything confusing about the phrase?</b>	<p>In Savannah, some women said that wording of the phrase was confusing. In Macon, however, participants did not note anything confusing about this phrase.</p>	<p>In most groups, participants said the phrase was clear; however, they reported that the overall ad included too many messages. Participants focused on the first part of the phrase and did not pay much attention to the language about how <i>“a mammogram is something we can’t do without.”</i></p>	<p>Women did not explicitly state that the phrase was unclear; however, they said the idea of <i>“side effects”</i> was scary. Participants did not understand that <i>“knowledge”</i> is the side effect in the message.</p>
<b>Do you believe what the phrase is telling you? Why or why not?</b>	<p>Almost all participants said that they believed what the phrase was telling them.</p> <p>In the screened groups, women commonly reported that ad was for African Americans, middle-aged people, and everywoman. Some women in the unscreened group said that the image/phrase was meant for younger people; others disagreed and commented that because the face looked neither young nor old, it was meant for everyone.</p>	<p>Participants said that they believed the phrase and really valued the use of the word strength.</p> <p>Most of the women agreed that the phrase was meant for all women.</p>	<p>Across groups, respondents said that they did not believe the phrase mainly because they did not understand what was meant by <i>“side effects”</i>.</p> <p>Most participants said that the phrase and board were targeting all women—especially African American women.</p>

RESPONSE TO CONCEPT BOARDS 4, 5, AND 6

	4. Long Live Life	5. Strength Comes From Within...	6. Side Effects Include Knowledge
What would be a better way to say what is meant by this phrase?	<p>Have the phrase read:</p> <ul style="list-style-type: none"> <li>▶ “Live life” or “Live a long life”.</li> <li>▶ “Life lives” or “live life longer.”</li> </ul> <p>Also, enlarge the words on the bottom of the poster so they are not glossed over and difficult to read.</p> <p>In terms of the image, the women commented that the picture in the corner is not a good picture of a breast. They also suggested changing the color of the advertisement, making the letters pink, and including the breast cancer ribbon.</p>	<p>Across groups, participants did not have any suggestions for better way to say what was meant by the phrase.</p>	<p>Drop the words <i>side effects</i> from the phrase and say.</p> <ul style="list-style-type: none"> <li>▶ “Knowledge is wisdom.”</li> <li>▶ “You need to have understanding.”</li> <li>▶ “Knowing the knowledge about the side effects.”</li> <li>▶ Educate yourself about breast cancer.”</li> </ul> <p>Put the information about breast cancer on the top of the ad.</p>
Would this phrase appeal to women like you?	<p>In Savannah, women said that this phrase would not appeal to them as written. They did not understand the message that the phrase was trying to convey. In Macon, participants reported that this phrase would appeal to them as written.</p>	<p>Across all groups, all women said that the phrase appealed to them.</p>	<p>Most women reported that although the picture was appealing, the phrase was not appealing to women like them. They said the phrase was unclear. Some asked why women should wait until they are 40 to get screened. They said that younger women should be screened also.</p>

### *Concept Boards 4-6 Comparisons*

#### **Which of these phrases appeals to you the most? Why?**

Across groups, most women said “*Strength comes from within*” was the most appealing phrase. Participants liked seeing the words strength and mammogram together in the concept board.

#### **Which appeals to you the least? Why?**

Participants said that the phrase “*Side effects include knowledge*” was the least appealing. In most groups, women reported that they did not understand what was meant by “*side effects*” in this context. They said the overall concept was confusing. In addition, many commented that the pictures did not match the message. Some women said it looked like an advertisement for physical activity, bras for plus-size women, or a hair advertisement—not for breast cancer screening.

### **B. Message Testing (Audio)**

Audio messages 1, 2, and 3 were tested with all respondents. The findings from audio message testing are presented in table format below.

RESPONSE TO THE THREE AUDIO MESSAGES

	Oh Harold	Maya Angelou	Phase II
What do you think about this ad?	<p><b>Positive Impressions</b>  <b>Participants said that the ad is colorful, comical, and informative.</b> Women liked “Harold’s” sharing important information with his wife about her health and the sound of his voice.</p> <p>Across groups, most respondents said that they would stop and listen to this ad if they heard it on the radio because it is dramatic, funny, and engaging, and because they valued hearing a man showing interest in his wife’s health.</p> <p><b>Negative Impressions</b>  <b>Given the gravity of breast cancer, many respondents said that they did not like that the ad was comical.</b> A few participants said the woman in the ad was “<i>playing like it was a joke</i>” when this is a serious matter. A few women said that ad perpetuated stereotypes of Black people as comical. They said the ad should be more serious and professional.</p> <p>In some groups, participants commented that the music was too loud. Others said that the ad lacked information about what is a mammogram or where to get one.</p>	<p><b>Positive Impressions</b>  <b>Across groups, most participants said that they would stop and listen to this audio message because they recognized Maya’s voice and because it is a short ad.</b> In Savannah, most participants said that ad was convincing. Across groups, most respondents said they really liked her “<i>strong and appealing</i>” voice. Women also said they liked the how the ad was direct in telling them to “<i>get a mammogram once a year</i>”.</p> <p><b>Negative Impressions</b>  <b>In Macon, impressions of the Maya ad differed across age groups and screening status. Half of the women in the 50–64 year age group said that the Maya audio message was “too jazzy.”</b> They said that when they heard her voice they were “<i>expecting a poem</i>”. Older women were so enraptured with Maya’s voice that it appeared hard for them to retain information in the ad. In contrast, some women in the younger groups did not even recognize Maya’s voice.</p> <p>In some groups, women said that the ad was not informative and failed to provide a phone number to call. Others said they preferred to hear from someone who was not famous, and did not like the “<i>loud,</i>” “<i>distracting</i>” music.</p>	<p><b>Positive Impressions</b>  <b>In almost all of the groups, respondents really liked this ad. Most participants valued the fact that the message provided the most information.</b> Women said the ad was “<i>real...not phony.</i>” They reported that it was convincing because it included testimony from a 17-year cancer survivor. Some common participant comments about the ad were:  “<i>Wonderful.</i>”  “<i>I enjoyed it.</i>”  “<i>Very informative.</i>”  “<i>It made you pay attention.</i>”</p> <p>Across groups, participants commonly said that they liked the clarity of voices, the conversational tone, the mention of religion, screening, the music, length, and hearing the toll-free number</p> <p><b>Negative Impressions</b>  <b>In some groups, particularly in the 40- to 49-year-old groups, women said that the ad was too long and wordy.</b> In these groups, some participants also did not like the music. In the younger groups, a few participants did not like what they said sounded like a white announcer.</p>
What do you think is the main message of the ad?	<p>Women reported that the main message of the ad is to get a mammogram, be concerned about your health, and get checked.</p> <p>Across groups, most respondents said the ad was clear and not confusing. They said that “Harold” made it clear that his wife is supposed to get a mammogram.</p>	<p>Participants said that the main message of the message is that every woman should get checked, get a mammogram, and be tested.</p> <p>Participants said the ad was clear, particularly the part stating that women should be checked once a year.</p>	<p>Across groups, women commonly reported that the main message is get a mammogram for early detection.</p> <p>Other key messages reported included: (1) [Mammograms are] not as scary as people say. (2) Call the toll-free number. You can have a mammogram at no cost; you can survive. (3) Get tested... recognize that spirituality and strength can be a motivating source; have faith; religion can give you strength. (4) Early detection can save your</p>

RESPONSE TO THE THREE AUDIO MESSAGES

	Oh Harold	Maya Angelou	Phase II
			life; you can recover from breast cancer.
<b>Do you believe what this ad is saying? Why or why not?</b>	<p>In most groups, with the exception of the screened 40- to 49-year-old groups, respondents said that they believed the ad. The women commonly reported that they related to the woman in the ad and her interaction/relationship with "Harold." Those that did not believe the ad said that the comical nature of the ad made it less believable.</p> <p>Participants said that the ad was meant for a variety of people. Some respondents said that it was meant for everyone: couples, husbands, wives, and middle-age women. Others reported that it was geared to older people and black people because the actors "sounded black."</p>	<p>Participants said they believed the ad because of Maya's voice and focus on raising awareness about breast cancer. Respondents especially liked use of the phrase "Every woman counts—every year" in the ad.</p> <p>Across groups, respondents said that the ad was geared toward Black women, but also low-income women, middle-class women, and women of all ages.</p>	<p>Across groups, women reported that they believed the ad. Many said that they could relate to the survivor's experience with screening.</p> <p>Some groups said the ad was for all women—especially Black women—because of the reference to faith and religion. Conversely, in the Savannah unscreened 40- to 49-year-old group, participants reported that the message was geared toward middle-class white women due to the "infomercial-like" music and voices that they said "sounded white."</p>
<b>What is the most striking thing about this ad?</b>	The man's strong and distinct voice was the most striking part of this ad.	The most striking thing about this ad is Maya's voice.	<p>The mention of faith is striking. One woman said "it is something you don't hear much" on the radio or TV.</p> <p>The survivor's story is very powerful. The voices, music, and detail in the ad are important and stand out.</p>
<b>How could the ad be improved?</b>	<p>Make the actors voices less stereotypical and more professional sounding.</p> <p>Use a less comical and more serious tone for the ad. For example, "when the actress in the audio message says, 'do you love me?' Harold should say 'yes I love you, so go get a mammogram.'</p> <p>Share information about getting a yearly mammogram first in the ad.</p>	<p>Use another less famous voice.</p> <p>Add a toll-free telephone number to call about screening</p> <p>Indicate that mammograms are low or no cost.</p> <p>Cut the music and just allow Maya (or another actor) to speak.</p>	<p>Participants in the screened groups did not have suggestions to improve the ad. Women often advised the moderator not to change anything. One woman said, "if you changed anything you would mess it up".</p> <p>In the unscreened groups, participants suggested shortening the conversation, choosing a more aggressive voice for the host, and using contemporary music</p>

RESPONSE TO THE THREE AUDIO MESSAGES

	Oh Harold	Maya Angelou	Phase II
After listening to this ad, would you be motivated to do anything?	Across groups, most participants said that this ad would motivate them to take action. They said the overall message was very clear— <i>“Get a mammogram.”</i>	Almost all respondents reported that this would motivate them to do something. However, they did not always say what the “something” was.	Most participants said that they would be motivated to do something after listening to this ad. They said Ms. Caldwell’s description of mammograms and personal experience as a breast cancer survivor was motivating.

### *Audio Message Comparison*

#### **Out of the last three radio messages we just listened to, which do you like the most?**

During comparison of the three ads, most participants said that they liked the “Oh Harold” audio message the best. Participants commonly reported that the “Oh Harold” ad was funny and that they liked hearing a husband taking an interest in his wife’s health. Across most groups, women also said that they liked the Phase II message. They called Phase II the most informative of the three ads because it provided the most information about breast cancer and the number to call about screening. These respondents also said the Phase II ad was motivating because it was informative and provided details about cancer, screening, and the toll-free number.

### **C. Participant Messages and Placement**

#### *If you could develop a message to communicate to women like you about breast cancer and breast cancer screening, what would it say?*

Participants often responded to this question with messages shown below.

PARTICIPANT MESSAGES	
Savannah	Macon
<ul style="list-style-type: none"> <li>▶ Go get tested</li> <li>▶ Life is short</li> <li>▶ Go get tested for a long life</li> <li>▶ Get some help</li> <li>▶ Love your body</li> <li>▶ Go for regular check up</li> <li>▶ You’re so important to yourself and others</li> </ul>	<ul style="list-style-type: none"> <li>▶ All women should get tested...no matter race or creed</li> <li>▶ Get healthy/Get tested</li> <li>▶ Get tested for your life and loved ones</li> <li>▶ It’s all good</li> <li>▶ Call 1800 for cancer</li> <li>▶ Get a mammogram</li> <li>▶ Get a mammogram early</li> <li>▶ Get it every year...every women should have it</li> <li>▶ Get a mammogram/Your life is yours take charge of it</li> <li>▶ Be aware of your breasts every year</li> </ul>

#### *What are community events that you attend?*

See below the types of places or community events where participants commonly reported going.

COMMUNITY EVENTS ATTENDED	
Savannah	Macon
<ul style="list-style-type: none"> <li>▶ Gullah festival</li> <li>▶ NAACP and black business meetings</li> <li>▶ Martin Luther King parade</li> <li>▶ Churches</li> <li>▶ Savannah State Gala in May</li> <li>▶ Museums</li> </ul>	<ul style="list-style-type: none"> <li>▶ Residents Association</li> <li>▶ Museums</li> <li>▶ Harriet Tubman Museum</li> <li>▶ Cherry Blossoms (Jazz club)</li> <li>▶ Church</li> <li>▶ Douglasville Theater</li> <li>▶ First Fridays</li> <li>▶ Gospel singing events</li> </ul>

*Where would you like to see posters placed?*

See below the types of places where women want to see posters placed.

POSTER PLACEMENT	
Savannah	Macon
<ul style="list-style-type: none"><li>▶ Hospitals</li><li>▶ Billboards</li><li>▶ Community centers</li><li>▶ Parks</li><li>▶ Schools</li><li>▶ Doctors' offices/clinics</li><li>▶ Nursing homes</li><li>▶ Churches</li><li>▶ Grocery stores</li><li>▶ Restaurants</li><li>▶ Bus stops</li><li>▶ Rest rooms</li><li>▶ Restaurants</li><li>▶ The mall</li><li>▶ Pharmacy</li></ul>	<ul style="list-style-type: none"><li>▶ Billboards</li><li>▶ Schools</li><li>▶ Doctors' offices</li><li>▶ Health Department</li><li>▶ City buses</li><li>▶ Beauty salons</li><li>▶ Family and children services</li><li>▶ Child support services</li><li>▶ Banks</li></ul>

Across groups, respondents said that they would most notice the posters on buses, in physician waiting rooms, at clinic or health department reception desks, in church, or in their workplaces.

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## V. SUMMARY OF MAJOR FINDINGS ACROSS GROUPS

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### *Attention to Images*

- ▶ In most groups, participants naturally focused their comments on the concept board images versus the concept/phrase on the concept board. They frequently had many comments about pictures, colors, and what they thought was the story behind the image on the board. While the moderator was able to effectively illicit and guide discussion about phrases, it is important to note that respondents commonly focused on images and subsequently recommended that phrases be concise and directive, such as “Go get a mammogram!”

### *“Women Like Us”*

- ▶ Across groups, women said that they want to hear information about breast cancer and screening from other African American women, particularly breast cancer survivors, versus cultural icons (such as Maya Angelou). According to participants, hearing from “women like us” offers additional motivation to engage in health protective behaviors.

### *Messages for “All of us”*

- ▶ Focus group participants reported that they valued the images of happy, healthy African American women and families in the concept boards and hearing African American voices in the radio messages. Across groups, however, they stressed that the overall message in the concept boards and radio ads is for everyone. They said that these messages are relevant for all women and should ideally appeal to African American and Caucasian women.

### *Taboo Topic*

- ▶ Although it was not a question asked during the groups, women in several groups said that African American women do not talk about personal health concerns or needs with each other or medical professionals. Many participants said that personal health, particularly related to breasts or other private parts of the body, were taboo topics for discussion in their community. Related to this, participants suggested that since African American women do not talk about their breasts with medical professionals, doctors and nurses fail to inform them about low- or no-cost services, such as mammograms, for which they may be eligible. One respondent stated, *“We aren’t taught these things; we don’t talk about this; we don’t go to the doctor.”*

### *Contradictions*

- ▶ Across groups, participant responses were sometimes contradictory. For example, women commented that “The Price of Life is Free” phrase was confusing, however some liked what they perceived as a clear early detection messages in the phrase. In addition, participants expressed ambivalence about the “Oh Harold” audio message indicating that it was too “comical.” However, they also remarked that the message was the best of the three audio messages. The inconsistencies may be due to participant’s initial responses influenced by group discussion leading to their rethinking and modifying a response. Whatever, the reason for the sometimes inconsistent or contradictory responses, this finding suggests the importance of having a diversity of messages to reach a diversity of people with varied (and sometimes capricious) ideas about cancer, early detection, and breast cancer screening messages.

In conclusion, please see below a bulleted summary of responses to the audio messages and concept boards in table format.

SUMMARY OF RESPONSES TO AUDIO TESTING			
Audio*	Strengths/Likes	Weaknesses/Dislikes	Recommended Changes
Oh Harold	<ul style="list-style-type: none"> <li>▶ Male interest in partner health</li> <li>▶ Brevity of the message</li> </ul>	<ul style="list-style-type: none"> <li>▶ Too comical</li> </ul>	<ul style="list-style-type: none"> <li>▶ Make the tone more serious</li> <li>▶ Change actor/actress</li> </ul>
Maya Angelou	<ul style="list-style-type: none"> <li>▶ Maya's voice</li> <li>▶ Brevity of the message</li> </ul>	<ul style="list-style-type: none"> <li>▶ Maya's iconic voice</li> <li>▶ The music</li> <li>▶ Lack of information</li> </ul>	<ul style="list-style-type: none"> <li>▶ Use an everyday woman</li> <li>▶ Include more information (e.g., a toll-free number)</li> </ul>
Phase II Audio	<ul style="list-style-type: none"> <li>▶ Survivor's testimonial</li> <li>▶ Presence of medical personnel</li> <li>▶ Mention of faith</li> <li>▶ Very detailed</li> </ul>	<ul style="list-style-type: none"> <li>▶ Too long</li> <li>▶ The music was not contemporary</li> </ul>	<ul style="list-style-type: none"> <li>▶ Change the music</li> <li>▶ Break the message up into parts</li> </ul>

\*Audio was tested with all 40- to 64-year-old groups.

SUMMARY OF RESPONSES TO CONCEPT TESTING			
Concepts*	Strengths/Likes	Weaknesses/Dislikes	Recommended Changes
Think about what you're not doing	<ul style="list-style-type: none"> <li>▶ Presentation of multiple generations of women</li> <li>▶ Showing family</li> <li>▶ Women smiling</li> </ul>	<ul style="list-style-type: none"> <li>▶ The phrase is unclear; it should be more explicit about what women are not doing and what they should be doing</li> </ul>	<ul style="list-style-type: none"> <li>▶ Enhancing the phrase by adding the words breast cancer or mammogram</li> </ul>
You can't put a price on life	<ul style="list-style-type: none"> <li>▶ Participants really liked the phrase</li> <li>▶ The models are beautiful</li> <li>▶ The colors are vibrant</li> </ul>	<ul style="list-style-type: none"> <li>▶ Models' eyes are closed</li> <li>▶ Models are smiling, but not showing teeth</li> </ul>	<ul style="list-style-type: none"> <li>▶ Use models with smiles and open eyes</li> </ul>
The price of life is free with a mammogram	<ul style="list-style-type: none"> <li>▶ Participants really liked the depiction of family closeness</li> </ul>	<ul style="list-style-type: none"> <li>▶ The model is too old</li> <li>▶ The phrase is misleading and unclear</li> <li>▶ The colors are bland</li> </ul>	<ul style="list-style-type: none"> <li>▶ Change the phrase to read: "The price of a mammogram is free"</li> <li>▶ Enhance the colors in the poster; make them more vibrant</li> </ul>

\* These concept boards tested with groups of 50- to 64-year-old women.

SUMMARY OF RESPONSES TO CONCEPT TESTING			
Concepts*	Strengths/Likes	Weaknesses/Dislikes	Recommended Changes
Long live life	<ul style="list-style-type: none"> <li>▶ The model is beautiful</li> <li>▶ There is good word placement on the board; it is “captivating”</li> </ul>	<ul style="list-style-type: none"> <li>▶ The model looks dead or like she’s dying</li> <li>▶ The colors are muted and uninteresting</li> <li>▶ The phrase is unclear</li> </ul>	<ul style="list-style-type: none"> <li>▶ Change the phrase to read: “Live a long life”</li> <li>▶ Enhance the colors; make them more vibrant</li> <li>▶ Use a model with open eyes and a smile</li> </ul>
Strength comes from within...	<ul style="list-style-type: none"> <li>▶ The models’ eyes are open and she is smiling</li> <li>▶ Participants liked seeing the words strength and mammogram</li> </ul>	<ul style="list-style-type: none"> <li>▶ There is too much text on the board</li> </ul>	<ul style="list-style-type: none"> <li>▶ Shorten the phrase</li> </ul>
Side effects include knowledge	<ul style="list-style-type: none"> <li>▶ The model is full figured and beautiful</li> <li>▶ The colors are vibrant</li> </ul>	<ul style="list-style-type: none"> <li>▶ A young model</li> <li>▶ The main message is unclear in the ad</li> <li>▶ “Side effects...is negative and unclear”</li> </ul>	<ul style="list-style-type: none"> <li>▶ Do not use a body shot; participants prefer pictures of women’s faces</li> <li>▶ Change the phrase to read: “Knowledge is a side effect...”</li> </ul>

\* These concept boards tested with groups of 40- to 49-year old women.

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## VI. REFERENCES

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# A. SCREENER

PHASE II  
RECRUITMENT SCREENER

S C R E E N E D   A N D   U N S C R E E N E D

Public reporting burden of this collection of information is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-XXXX)

Hello. My name is \_\_\_\_\_ and I am working with ORC Macro, a consulting firm in Atlanta, Georgia and the Centers for Disease Control and Prevention (CDC) to test some ideas and messages for a health promotion campaign for African American women who may qualify for free breast cancer screening.

We are asking 6 to 10 ladies to get together and talk about these ideas and messages. The discussion will last about 2 hours and happen only once. We will not ask you any questions about your own health status or personal health issues in the discussion groups.

If you participate in the group, you will receive \$65.00 cash in appreciation of your time. We will also serve a light meal prior to the discussion. Do you think that you might be interested in participating in this type of discussion?

- Yes (Continue with screener.)
- No (Thank person for his/her time and end conversation.)

Would you mind if I ask you a few questions in order to determine whether or not you can participate in the discussion group?

- Yes (Continue with screener.)
- No (Thank person for his/her time and end conversation.)

**NOTE TO RECRUITER:** Please continue through all questions before letting individuals know that they cannot be invited to participate at this time based on at least one of the responses they provided.

**Record and Keep all Screened Data**

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**1. Record gender**

- Male (Terminate at end.)
- Female

**2. Are you Hispanic/Latina?**

- Yes
- No

**3. How do you describe your race? Select one or more race.**

- Black or African American
- White (Terminate at end.)
- American Indian or Alaska Native (Terminate at end.)
- Asian (Terminate at end.)
- Native Hawaiian or Other Pacific Islander (Terminate at end.)

**RECRUITER:** If an individual self-identifies as Black or African American and any other race they remain eligible for the groups.

**RECRUITER:** We must determine your eligibility in the Breast and Cervical Cancer Program (BCCP). To be eligible for enrollment in the BCCP and receive federally-funded breast screening:

- The woman is within the age requirements recommended breast cancer screening.
- The woman is at or below 200% of the Federal poverty guidelines.
- The woman is uninsured.

**4. Record age:** \_\_\_\_\_

- What is your date of birth? (Month/Year)

**RECRUITER:** Record which age group they belong to:

- 39 and under (Terminate at end.)
- 40–49 (Recruit to 40–49 groups.)
- 50–64 (Recruit to 50–64 groups.)
- 65 and older (Terminate at end.)

**5. How many immediate family members including you live in your house? \_\_\_\_\_**  
**[Record # of people]**

**6. What is your household income per month before taxes? \_\_\_\_\_**

**RECRUITER:** If the woman hesitates, ask her if she thinks it is more than or less than the amount you read next to the family size she just told you.

***Read the dollar figure next to the correct Family Size the person just told you.***

For family of 1, read \$1,497 per month	More [Terminate at end]	Less [Continue]
For family of 2, read \$2,020 per month	More [Terminate at end]	Less [Continue]
For family of 3, read \$2,543 per month	More [Terminate at end]	Less [Continue]
For family of 4, read \$3,067 per month	More [Terminate at end]	Less [Continue]
For family of 5, read \$3,590 per month	More [Terminate at end]	Less [Continue]
For family of 6, read \$4,113 per month	More [Terminate at end]	Less [Continue]
For family of 7, read \$4,637 per month	More [Terminate at end]	Less [Continue]
For family of 8, read \$5,160 per month	More [Terminate at end]	Less [Continue]

**7. Do you have health insurance coverage (includes Medicaid)?**

- Yes (Terminate at end.)
- No

**8. Have you had a mammogram in the last 3 years?**

- Yes (Go to question 9.)
- No (Recruit to UNSCREENED Focus Groups – Go to question 10.)

**9. Have you had a mammogram in the last 24 months (or 2 years)?**

- Yes (Recruit to SCREENED Focus Groups – Go to question 10.)
- No (Terminate at end.)

**10. Have you ever been diagnosed with breast cancer or ANY form of cancer?**

- Yes (Terminate at end.)
- No

**11. What is your home zip code? \_\_\_\_\_**

- Is on the list of zip codes from which to recruit
- Is not on the list of zip codes from which to recruit (Terminate at end.)

**12. Do you have any family members who have been recruited for this study?**

- Yes (Terminate at end.)
- No

**13. Are you willing to participate in a discussion to offer your thoughts about materials and messages to increase breast cancer screening in your community?**

- Yes
- No (Terminate at end.)

**TERMINATION SCRIPT:** “We appreciate your willingness to answer each of the questions. Unfortunately, one of your answers does not meet our requirements for participation in the focus group. Thank you for your time.”

**14. You are eligible to participate in the group. Are you still interested in participating?**

- Yes
- No (Thank person for her time, terminate and end the conversation.)

I'm glad that you will be able to join us! The discussion group will last about an hour and a half. It will be held at [INSERT LOCATION]. The group in which we would like you to participate is scheduled for:

SCREENED			
Place (Age Group)	Date	Group Number	Time
TBD (40-49)	TBD	Group 1	TBD
TBD (50-64)	TBD	Group 2	TBD
TBD (40-49)	TBD	Group 3	TBD
TBD (50-64)	TBD	Group 4	TBD
UNSCREENED			
TBD (40-49)	TBD	Group 5	TBD
TBD (50-64)	TBD	Group 6	TBD
TBD (40-49)	TBD	Group 7	TBD
TBD (50-64)	TBD	Group 8	TBD

**15. Does this date and time work for you?**

- Yes
- No (Thank person for her time, terminate and end the conversation.)  
[GET OTHER AVAILABLE TIMES THAT MIGHT WORK.]

You will receive \$65.00 for participating in the group. Do not forget that we will serve you a light meal prior to the discussion.

We would also like to be able to send you a reminder before the group. Can you please confirm your name, address, phone number, and e-mail?

<b>Name:</b>			
<b>Mailing Address:</b>			
<b>Home Telephone:</b>		<b>Pager:</b>	
<b>Work Telephone:</b>		<b>Cell Phone:</b>	
<b>E-Mail:</b>			

Also, please contact [NAME] at [PHONE NUMBER] if your plans change so that we may invite someone from the waiting list to attend instead. Otherwise, we'll look forward to seeing you on [Month/Day/Year] at [Time].

**RECRUITER:** (Please record the location where you screened this woman: \_\_\_\_\_ )

*Give the woman a focus group card with her group number (1-8), the focus group location, phone number, and directions.*

## B. MODERATOR GUIDE

## FOCUS GROUP MODERATOR GUIDE

### TABLE OF CONTENTS

Public reporting burden of this collection of information is estimated to average 1 ½ hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0738)

<b>Introduction to Group Processes and Procedures (10 minutes)</b> .....	<b>2</b>
<b>Participant Introductions and Warm-up Exercise (5 minutes)</b> .....	<b>3</b>
<b>Message Pre-Test (PDIS) (15 minutes)</b> .....	<b>3</b>
<b>Discussion Questions (40 minutes)</b> .....	<b>3</b>
■ <b>Conceptual Message Testing (20 minutes)</b> .....	<b>3</b>
■ <b>Message Testing (20 minutes)</b> .....	<b>4</b>
<b>Message Post-Test (PDIS) (15 minutes)</b> .....	<b>5</b>
<b>Closing (5 minutes)</b> .....	<b>5</b>

***[Moderator: Before participants enter room, write on flip chart visible to all participants: ]***

- “Topic of Discussion: Thoughts about concepts and messages to educate women about breast cancer and increase breast cancer screening (mammography) among African American women.”
- Focus group ground rules.

## INTRODUCTION TO GROUP PROCESSES AND PROCEDURES (10 minutes)

Thank you for taking the time to be here. My name is \_\_\_\_\_ and I work for Macro International Inc., a research and consulting firm in Atlanta, Georgia. As you may remember when you were recruited, we are conducting this focus group on behalf of the Centers for Disease Control and Prevention (CDC) to learn about your thoughts about concepts and messages designed to educate women about breast cancer and increase breast cancer screening among African American women. First, I want to take a few minutes to tell you about my role and what to expect from our discussion and then I'll give everyone the chance to introduce herself.

My role is simply to facilitate the discussion, make sure we stay on topic, and keep us within our 2-hour time limit. I am not here to push any particular agenda or point of view, but rather to hear your frank and honest opinions. There are no right or wrong answers. We all have our own likes and dislikes, our own thoughts and feelings.

I want to remind everyone that the discussion here will be maintained in a secure manner. Please use only your first name. We will not report your comments by name, and we ask that you respect each other's privacy in the same way. We do not expect you to tell us anything that you would be uncomfortable sharing with the group. But we do hope that you will be honest with your responses to the questions I ask.

Before we begin, I need to give you the informed consent form. Let's read it together and then I'll ask you to sign it. Most importantly, I want to make sure that you understand your participation in this study is completely voluntary. That means you can leave at any time.

***[Moderator: Review, collect informed consent form, and answer any questions.]***

I'm going to ask a series of questions, but mainly I want to hear from you. As I mentioned, my role is simply to guide the discussion. Sometimes we may really get going on one question, and I'll have to move you onto the next question so that we may cover everything. Please do not take it personally! We just need to hear from everyone about several topics.

There are also a few ground rules that I would like us to adopt for our discussion:

- You have been asked here to offer your views and opinions.
- Everyone's input is important. I may call on you if you are being quiet.
- Avoid side conversations.
- Let one person speak at a time.
- I may need to cut a discussion short to get through the whole discussion.
- Please turn off all cell phones!
- There are no right or wrong answers.

- All answers will be maintained in a secure manner, so feel free to speak your mind.
- Respect one another at all times.
- It's okay to disagree.

Most importantly, please try to speak up, speak clearly, and one at a time. We are audiotaping the discussion so that we can have an accurate record of the discussion. Do you have any questions before we get started?

#### PARTICIPANT INTRODUCTIONS AND WARM-UP EXERCISE (5 minutes)

So we can get to know each other a little, let's go around the room and introduce ourselves. Please say your first name only and your favorite type of music.

#### MESSAGE PRE-TEST (15 minutes)

***[Moderator: Refer to the PDIS and administer Part 1 (General Questions) and Part 2 (Pretest of Messages)]***

#### DISCUSSION QUESTIONS (40 minutes)

Conceptual Message Testing (20 minutes)

***Moderator: "Now I'd like us to focus on a few conceptual messages. I have a few examples that I would like to show you and we will discuss each. We are interested in your thoughts about these concepts. Remember that you are the experts and your opinions are important to us. We're interested in providing information that is as useful as possible, so I really want your honest and frank responses to what we present you."***

***Show one conceptual message at a time and ask the following questions for each.***

- 1. What do you think about this phrase?**
  - Probe: What does it make you think about?
  - Probe: What do you like about this phrase? Why?
  - Probe: What do you dislike about the phrase? Why?
- 2. What do you think the phrase means?**
  - Probe: What is the main idea it is trying to communicate?
- 3. Is there anything confusing about the phrase? Please explain.**
- 4. Do you believe what the phrase is telling you? Why/Why not?**
  - Probe: Who do you think this phrase is meant for?

***[Moderator: We are trying to gather information about what group of people they think the phrase is meant for, e.g. African Americans, young people, etc]***

**5. What would be a better way to say what is meant by this phrase?**

- Probe: What else (or other types of information) would you want to hear in this phrase?

**6. Would this phrase appeal to women like you?**

***[Moderator: After asking the questions above for each of the three phrases, say “Now let’s take a look at all 3 phrases together...”]***

**7. Which of these phrases appeals to you the most? Why?**

**8. Which of these phrases appeals to you the least? Why?**

MESSAGE TESTING (20 minutes)

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***Moderator: “Okay. Now I’m going to play three radio spots for you that CDC has developed to educate African American women like you about breast cancer and breast cancer screening. I want to hear what you think about each of these radio advertisements.”***

***Play one radio spot at a time and ask the following questions for each.***

**1. What do you think about this ad?**

- Probe: Would you stop and listen to it if you heard it? Why or why not?
- Probe: What do you like about this ad? (e.g., voices, music, tone, etc.)
- Probe: What do you dislike about the ad? (e.g., voices, music, tone, etc.)

**2. What do you think is the main message of the ad?**

- Probe: What is confusing about the message?
- Probe: What is most clear about the message?

**3. Do you believe what this ad is saying? Why or why not?**

- Probe: Who do you think this ad is meant for?
- Probe: What about this ad can you relate to?

***[Moderator: We are trying to gather information about what group of people they think the ad is meant for, e.g. African Americans, young people, etc.]***

**4. What is the most striking thing about this ad?**

- Probe: What do you think about the: (a) tone, (b) voices (c) music (d) length

**5. How could the ad be improved?**

- Probe: What might be a better way to say what this ad is trying to say?
- Probe: What would you change in this? Please explain why.
- Probe: What else would you want to hear in this ad? Why?

6. After listening to this ad would you be motivated to do anything? Please explain.

MESSAGE POST-TEST (15 minutes)

***[Moderator: After playing each radio ad and asking the above questions, refer to the PDIS and administer Part 3 (Posttest of Messages). Complete the PDIS post-test exercise before you play the following ad. Conduct the Posttest for each ad.]***

CLOSING (5 minutes)

***Moderator: “As a closing activity, I just want to briefly go around the room and ask each one of you...”***

1. Out of the last three radio messages we just listened to, which do you like the most? Explain why.

- Probe: Which was most informative? Why?
- Probe: Which was most motivating? Why?

2. Well, that’s the last of my questions. Do you have any questions?

***[Moderator: “On the table behind me, you’ll see that we have brought some educational materials about breast cancer, mammography and clinical breast exams. Please feel free to help yourselves to any of this information.]***

**For women in unscreened groups only:**

We also have a health educator here who can answer any immediate questions you may have.

***Thank you again for taking the time to participate in this discussion. We sincerely appreciate and value your input!”***

## C. PRE-DISCUSSION INFORMATION SHEET (PDIS)

## PHASE II PRE-DISCUSSION INFORMATION SHEET—MODERATOR VERSION

Public reporting burden of this collection of information is estimated to average one-half hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0738)

**Moderator:** *“To get started today we would like you to take a moment and give us some background information about you for the group and respond to a series of questions about three demo radio messages that I will play for you shortly.*

**Let’s begin.** *I’m first going to ask you some questions about yourself. Please listen carefully as I read aloud each of the questions and answers on the paper in front of you. You will record your own responses to each question right on your paper. Remember that our discussion and what you record on this paper will be maintained in a secure manner and that there are no right or wrong answers.”*

### PART 1: GENERAL QUESTIONS (10 minutes)

Please do not write your full name on this form.

**1. What is your date of birth? (Month/Day/Year)**

**2. What is your highest education level completed?**

- 6th Grade or less
- 7th – 8th Grade
- 9th – 11th Grade
- 12th Grade without a High School diploma
- 12th Grade with a High School diploma
- GED
- Some college
- Associate degree
- Completed college (4 year degree)

**3. What is your employment status? (Check all that apply)**

- Full-time
- Part-time
- Presently not employed outside the home, looking for work
- Presently not employed outside the home, not looking for work
- Student
- Laid Off
- On Strike
- Disabled

**4. What do you do for a living? What is your occupation/profession? \_\_\_\_\_**

**5. How often do you listen to the radio?**

- Never or rarely
- 1-2 days a week
- 3-4 days a week
- 5-6 days a week
- Every day

**6. During what time of the day do you most often listen to the radio?**

- In the mornings (5am-12pm)
- In the afternoons (12pm-6pm)
- In the evenings (7pm-12am)

**7. On which days of the week are you most likely to listen to the radio? (Check all that apply)**

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Monday    | <input type="checkbox"/> Friday   |
| <input type="checkbox"/> Tuesday   | <input type="checkbox"/> Saturday |
| <input type="checkbox"/> Wednesday | <input type="checkbox"/> Sunday   |
| <input type="checkbox"/> Thursday  |                                   |

**8. Which of the following types of radio stations do you usually listen to? (Check all that apply)**

- Talk Stations
- Music Stations
- AM
- FM

**9. When you listen to the radio, which station or stations do you listen to most often?**

Write in station dial location and name: \_\_\_\_\_

**PART 2: PRETEST OF MESSAGES (15 minutes)**

***Moderator: "I am going to play for you 3 radio messages. After I play each message, please listen carefully as I read aloud each of the questions and answers on the paper in front of you. You will record your own responses on the paper. Remember that our discussion and what you record on this paper will be maintained in a secure manner and that there are no right or wrong answers.***

***We will conduct this exercise again near the end of our discussion."***

**PART 2a: MESSAGE ONE PRETEST**

***[Moderator: Play the first radio message and ask the following questions.]***

**1. Did you like the voices that were used in the radio advertisement?**

- Yes
- No

2. Did you like the music that was used in the radio advertisement?

- Yes
- No

3. Did you learn anything new from this radio advertisement?

- Yes
- No

If yes, what did you learn? \_\_\_\_\_

4. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

5. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

---

PART 2b: MESSAGE TWO PRETEST

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*[Moderator: Play the second radio message and ask the following questions.]*

1. Did you like the voices that were used in the radio advertisement?

- Yes
- No

2. Did you like the music that was used in the radio advertisement?

- Yes
- No

3. Did you learn anything new from this radio advertisement?

- Yes
- No

If yes, what did you learn? \_\_\_\_\_

4. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

5. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

## PART 2c: MESSAGE THREE PRETEST

---

*[Moderator: Play the last radio message and ask the following questions.]*

1. Did you like the voices that were used in the radio advertisement?

- Yes
- No

2. Did you like the music that was used in the radio advertisement?

- Yes
- No

3. Did you learn anything new from this radio advertisement?

- Yes
- No

If yes, what did you learn? \_\_\_\_\_

4. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

5. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

*[Moderator: Move back to the moderator guide and begin with concept testing questions 1 – 7.]*

## PART 3: POSTTEST OF MESSAGES (15 minutes)

***Moderator: "I am going to play the same 3 radio messages for you again. After I play each message, please listen carefully as I read aloud each of the questions and answers on the paper in front of you. You will record your own responses on the paper. Remember that our discussion and what you record on this paper will be maintained in a secure manner and that there are no right or wrong answers."***

### PART 3a: MESSAGE ONE POSTTEST

---

*[Moderator: After playing the first radio message and asking questions 8 – 13 in the moderator guide, ask the following questions.]*

1. Did you like the voices that were used in the radio advertisement?

- Yes
- No

2. Did you like the music that was used in the radio advertisement?

- Yes
- No

3. Did you learn anything new from this radio advertisement?

- Yes
- No

If yes, what did you learn? \_\_\_\_\_

4. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

5. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

*[Moderator: Play the second radio message, move back to the moderator guide, and ask questions 8 – 13 for the second radio message.]*

#### PART 3b: MESSAGE TWO POSTTEST

---

*[Moderator: After playing the second radio message and asking questions 8 – 13 in the moderator guide, ask the following questions.]*

1. Did you like the voices that were used in the radio advertisement?

- Yes
- No

2. Did you like the music that was used in the radio advertisement?

- Yes
- No

3. Did you learn anything new from this radio advertisement?

- Yes
- No

If yes, what did you learn? \_\_\_\_\_

4. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?

- Yes
- No

5. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?
- Yes
  - No

*[Moderator: Play the third radio message, move back to the moderator guide, and ask questions 8 – 13 for the third radio message.]*

#### PART 3c: MESSAGE THREE POSTTEST

---

*[Moderator: After playing the third radio message and asking questions 8 – 13 in the moderator guide, ask the following questions.]*

1. Did you like the voices that were used in the radio advertisement?
- Yes
  - No

2. Did you like the music that was used in the radio advertisement?
- Yes
  - No

3. Did you learn anything new from this radio advertisement?
- Yes
  - No
- If yes, what did you learn? \_\_\_\_\_

4. After hearing this radio advertisement would you call your doctor or health department about getting screened for breast cancer (or getting a mammogram)?
- Yes
  - No

5. After hearing this radio advertisement would you contact a family member or friend about getting screened for breast cancer (or getting a mammogram)?
- Yes
  - No

*[Moderator: Move back to the moderator guide and ask questions 14 – 15.]*

## D. PDIS RESULTS

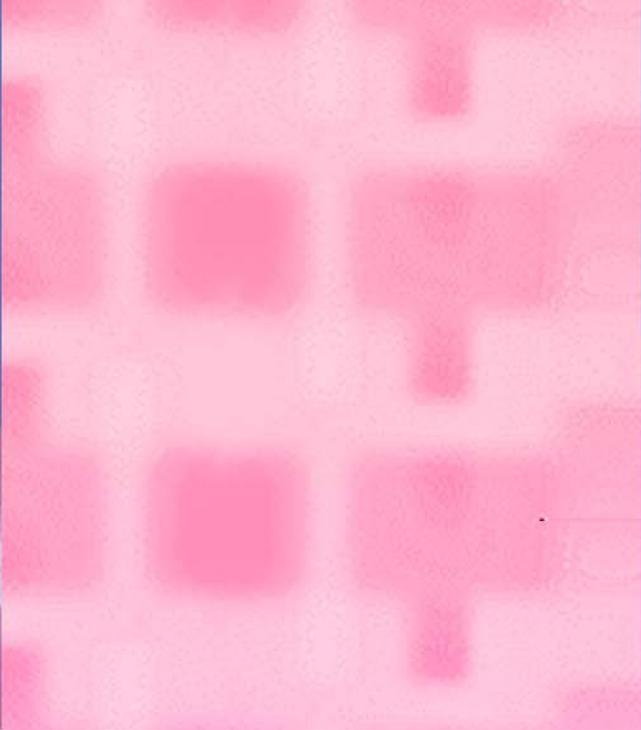
**IV. PHASE II**  
**PRE-DISCUSSION INFORMATION SHEET – RESULTS \***

PDIS RESULTS ON THE MAYA ANGELOU AUDIO MESSAGE						
Questions	Pretest N (%)		Posttest N (%)		% Change	
	Yes	No	Yes	No	Yes	No
1. Did you like the voices that were used in the radio ad?	57 (86.4%)	9 (13.6%)	60 (90.9%)	6 (9.1%)	4.5%	4.5%
2. Do you like the music that was used in the radio ad?	56 (86.2%)	9 (13.8%)	57 (87.7%)	8 (12.3%)	1.5%	1.5%
3. Did you learn anything new from this radio ad?	37 (59.7%)	25 (40.3%)	35 (55.6%)	28 (44.4%)	4.1%	4.1%
4. After hearing this radio ad would you call your doctor or health department about getting screened for breast cancer?	59 (89.4%)	7 (10.6%)	59 (92.2%)	5 (7.8%)	2.8%	2.8%
5. After hearing this radio ad would you contact a family member or friend about getting screened for breast cancer?	61 (92.4%)	5 (7.6%)	58 (89.2%)	7 (10.8%)	3.2%	3.2%

PDIS RESULTS ON THE OH HAROLD AUDIO MESSAGE						
Questions	Pretest N (%)		Posttest N (%)		% Change	
	Yes	No	Yes	No	Yes	No
1. Did you like the voices that were used in the radio ad?	51 (77.3%)	15 (22.7%)	36 (57.1%)	27 (42.9%)	20.2%	20.2%
2. Do you like the music that was used in the radio ad?	50 (76.9%)	15 (23.1%)	37 (58.7%)	26 (41.3%)	18.2%	18.2%
3. Did you learn anything new from this radio ad?	35 (53.0%)	31 (47.0%)	24 (40.0%)	36 (60.0%)	13.0%	13.0%
4. After hearing this radio ad would you call your doctor or health department about getting screened for breast cancer?	53 (81.5%)	12 (18.5%)	43 (69.4%)	19 (30.6%)	12.1%	12.1%
5. After hearing this radio ad would you contact a family member or friend about getting screened for breast cancer?	54 (81.8%)	12 (18.2%)	44 (72.1%)	17 (27.9%)	9.7%	9.7%

PDIS RESULTS ON THE PHASE II AUDIO MESSAGE						
Questions	Pretest N (%)		Posttest N (%)		% Change	
	Yes	No	Yes	No	Yes	No
1. Did you like the voices that were used in the radio ad?	65 (98.5%)	1 (1.5%)	62 (98.4%)	1 (1.6%)	0.1%	0.1%
2. Do you like the music that was used in the radio ad?	57 (86.4%)	9 (13.6%)	51 (83.6%)	10 (16.4%)	2.8%	2.8%
3. Did you learn anything new from this radio ad?	44 (68.8%)	20 (31.3%)	39 (62.9%)	23 (37.1%)	5.9%	5.8%
4. After hearing this radio ad would you call your doctor or health department about getting screened for breast cancer?	62 (93.9%)	4 (6.1%)	59 (95.2%)	3 (4.8%)	1.3%	1.3%
5. After hearing this radio ad would you contact a family member or friend about getting screened for breast cancer?	65 (98.5%)	1 (1.5%)	58 (93.5%)	4 (6.5%)	5.0%	5.0%

\* Note: We received a total of 66 PDIS from focus group participants. However, some participants did not complete all items on the PDIS. Therefore, some cells do not sum to 66, which indicates missing items.



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