



Focus Group Topic Guide
Public – Current & Former-smokers
DRAFT Version 1.0 31.10.2018

PLUS 2: Pharmacy referral for Lung Symptoms

Focus group aims

1. To explore views on how to engage the public in a community awareness campaign
2. To explore views on what materials/messages could be used in the community awareness campaign

Facilitator note

The facilitator should stress that:

The focus group is not a test, we are seeking participants' opinions on how to engage the public in a campaign to encourage people to go to their pharmacist with lung cancer symptoms. We are interested in all opinions, both positive and negative and want people to be as honest as possible. The facilitator should try to engage all participants equally (where appropriate) so all opinions can be heard.

Prologue

Thank you all so much for being here today, we really appreciate your help with this work. Before we start, I need to give you some information about why we are doing this study and what you have to do.

Recently we set up a service for people to talk to their pharmacist about their lung health. When they talk to their pharmacist, if people have possible symptoms and are high risk of lung cancer, their pharmacist can refer them for a chest X-ray at the hospital within two days. We hope that by doing this more people will be diagnosed sooner as they will not have to wait to try and get a doctor's appointment.

At the moment this service exists but not many people know about it. Now we would like to develop a community campaign to raise peoples' awareness of the service and encourage people to use it. This is where we need your help. We want to know what materials we should use (such as posters and leaflets) that will be the most effective, where we should put them for people to notice them, and other ways that we could engage people. We want the message to get to as many people as possible.

This is not a test at all; and we want you to be honest with us. We want to hear what you think is good and bad, and what you think will and won't work.



It is completely up to you if you take part today or not. Taking part is voluntary. If you decide you don't want to take part anymore, that is absolutely fine, just let me know. You can leave the focus group at any point and you don't need to give me a reason.

If you don't want to answer any of the questions that is fine, just let me know and we can move on to the next question. If you don't understand any of the questions, please let me know and I can find another way to phrase them.

If it's ok with you I will record the focus group on this audio-recorder. All this does is record your voices, and (insert name of researcher) may take some notes as we go along. After the focus group we will type up what you we have all said to help us with our work. Nothing that can identify you, such as your name, will be used when we write it up. We may use quotes from what you have said today in research reports, but these will always be anonymous – people will not know who said it.

No one outside of the research team will know that you have taken part in the study. We ask that you do not repeat anything that people have talked about today to anyone outside of this group, especially if people talk about personal opinions or experiences. Please also try not to talk at the same time as someone else. This is so the person typing up the focus group can hear what everyone says.

I have planned a few activities for us, and a few questions to open up the discussion, but if you have anything else you want to say or add at any point, please feel free to do so.

[Verbally go through consent form with participants. Ask participants to sign consent form if they agree to take part. Set-up audio-recorder].

Main Discussion

[Turn on the audio-recorder and ask all participants to introduce themselves]

Materials and Strategies

Open Discussion

- Asking participants what ideas they have to encourage people to go to their pharmacist to talk about lung symptoms i.e. 'To start, can anyone think of ideas for a potential campaign'?
 - Prompt them as to why and how they think those ideas might work
 - Ask participants if there any health campaigns they can remember – what can they remember, why do they think they remember them, what did they include?
 - What was good/bad about those campaigns?

[Note down participant ideas to add to examples to discuss and ranking exercise]



- Provide participants with the following ideas in-turn (and examples where appropriate)
 1. Pharmacy inserts to be included with medication collection bags (this could be information on a slip added to the white bag that your pharmacist gives you your medication in)
 2. Campaign stands to be held at public events and locations in the local area (such as rugby matches and shopping centres)
 3. Prescription add-ons to be given to patients when collecting their prescription slips from GPs in the local area
 4. Posters and leaflets
 5. Campaign materials such as pens, mugs, magnets and bags
 6. Bus notices
 7. Social media campaigns
 - Prompts to ask with each example -
 - What do you like/dislike about this idea?
 - To what extent do you think you would notice it?
 - Do you think people in your community would notice it/pay attention?
 - Why yes/no?
 - How would you feel if you saw this?
 - How does it make you feel about receiving information like this?
- Ask participants to rank the ideas from what they think will be the most to least effective for people in their community.
 - Prompts to ask during and after the ranking exercise -
 - Why have you placed this one at the top?
 - Why do you think it will be better than the others?
 - Do you think compared to the others it will have the most impact?
 - Why have you placed this one at the bottom?
 - Why do you think this one will not be as good as the others?
 - Do you think compared to the others it will have the least impact?
 - So the ones in the middle, can you tell me why you don't think these will be as good?
 - Does anyone disagree with this order, it's okay if you do, I would just like to know what order you would put them in and why?
- Provide participants with examples of posters that could be used for our campaign, or those have been used in previous similar campaigns. Explain that now we are interested in what they say, and how they say it, rather than what they look like. Show participants the examples one at a time.
 - Prompts to ask with each example –
 - What do you it is trying to tell you?
 - Are there any aspects that you find difficult to understand?
 - Could any changes be made to make it easier to understand?
 - Do you think other people in your community will understand it?
 - Do you think this example would make people think about their symptoms?



- Do you think it would motivate them to go to the pharmacist?
 - Do you find any of this information off-putting?
 - Do you think others would find any of this information off-putting?
 - Do you think people would believe the information provided?
 - Do you think people will feel in control of their health after seeing the information?
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- Explain to participants that now we would like to talk about where the materials could be placed around the community. Explain that we want as many people as possible to see them. Ask participants where they think they could go.
 - Prompts to ask to aide group discussion –
 - Where do you think we could put them so that the most people would see them?
 - Are there any places that everyone tends to go?
 - Are there any community hubs, shops, coffee shops, hairdressers/barbers that people use a lot locally?
 - Do these places often have information around?
 - How do you think we could make information stand out there?
 - If we could put the information in one place, where do you think it will have the most impact?

Acceptability of smoking cessation advice

Thank you for sharing your thoughts on the service with us. We have one last point to discuss with you today. We would like to know what you would think about being offered smoking cessation advice by your pharmacist if you were talking to them about your lung health? Smoking cessation are different things that can be done to help people stop smoking.

- Do you think it is acceptable for your pharmacist to discuss this with you?
- Is this something that would put you off the service? Or suggesting someone else to go?
- If it was appropriate to bring it up, what do you think is the best way to do it?