



Community/School Water Campaign Planning Project: VIVA-Step Into Cuba Student Focus Group Guide



Introduction to Focus Group Discussion

Hello, everyone; welcome! My name is _____ and I work at _____ . This is my colleague, _____, who works at _____ . We are doing these focus groups as part of the efforts of VIVA-Step into Cuba to find out about how much soda and water people drink in the community and what we can do to encourage healthy choices. Did everyone turn in their consent form by now? Okay, if you haven't, please let [notetaker] know. Before we start we also need to walk you through an assent process, which we will do now. [Assent process.]

We'd like to get your input so we can understand what kinds of beverages kids drink, what you think about drinking water and to get your ideas for messages that would encourage you and your friends and family to drink more water. We don't expect you to know everything about what we ask you today, but we know that you know a lot about what is happening in your families, school, and in your community. We also know that not everyone agrees about the topic. That's okay. It is helpful for us to hear a range of opinions and voices.

The focus group will last about 45 minutes to 1 hour. Your involvement is voluntary. You may choose not to answer any question, not to participate at all, or to stop participating at any time without any negative consequences. We will be audio recording the focus group only to assist us in accurately capturing the information you are providing. The results of this focus group may be published, but no quotes will be linked with your name or a specific description that will identify you.

We understand some things we talk about you might want to discuss more with your family or friends. It is also possible that some personal or sensitive discussions might occur. Please feel free to discuss ideas that come out of the discussion today, but please do not discuss sensitive or personal material or say who said something that would be considered personal or sensitive. Although we hope that everyone here will be careful about this, we cannot guarantee that someone will not share something that they hear today. However, in terms of the information we collect, the audio recordings and our notes will be kept for three years following completion of the project. At the end of three years the recordings and notes will be destroyed.

We would like to establish some ground rules for our discussion today: only one person should speak at a time, please be respectful of differing opinions, and please turn your cell phones off for the duration of the discussion. If you need to take a call, please leave the room to do so. If at any time I ask questions in a way that is confusing, stop me and I will explain what I am trying to say.

There are no right or wrong answers. We expect that you may not always agree with each other, and that's actually really helpful as we want to hear a range of opinions and ideas. Please feel free to share your point of view even if it is different from what others have said. We have name tents here in front of us today. They help us remember names, but they can also help you. If you want to follow up on

something that someone has said, you want to agree, or disagree, or give an example, feel free to do that. Don't feel like you have to respond to me all the time. Feel free to have a conversation with each other about these questions. I am here to ask questions, listen, and make sure everyone has a chance to share. We're interested in hearing from each of you. So if you are talking a lot, I may ask you to give others a chance. And if you aren't saying much, I may turn to you to see if you have something you want to add. [Note taker] is here to take notes, to make sure I follow-up on important points, and to help make sure our discussion goes smoothly.

Do you have any questions about what I've just talked about?

If, after today you have any questions about our session or this project please don't hesitate to contact me. My contact information is on my business card [pass around]. We won't take any formal breaks during the discussion, so please feel free to get up when you need to stretch or get a snack.

Okay, so I am going to turn on the recorders now. [Turn on recorders.]

Begin formal discussion:

Use display board from VIVA General Survey to help people figure out how much they drink.

Begin Focus Group by giving each student Post-It notes of two different colors A and B, and define what a sugary drink is then ask them to the following:

- 1) On Post-It Color A: Each student writes their answer the following question: How much water do you drink every day/week in ounces?
 - 2) On Post-It Color B: How many sodas or sugary drinks do you drink per day/ week? (List what possible sugar-sweetened beverages there might be, i.e. Gatorade, Monster Energy, Rockstar Energy, Arizona Ice Tea, etc...)
- After all post-its are posted, have students read one another's notes.
- 3) 2 out of 3 US teenagers have a soda or SSB daily. What do you think about that? Do you think that your friends or other teens in this community drink more or less than that?
 - 4) Think of a time when you drank water and really enjoyed it. What did you like about it? Why did you drink water instead of something else? Did you have other choices?
 - 5) Think of a time when you drank water and didn't enjoy it. What didn't you like about it? Did you have other choices?
 - 6) Think of a time when you drank a sugary drink. What did you like about it? What didn't you like about it? Could you have chosen water instead? Why didn't you?
 - 7) Where do you drink more water, at home or at school? Why?
 - a. Do you usually buy drinks or drink what the school offers? If so, what and from where?

- b. Do you bring drinks from home? If so, what kinds?
 - c. Do you participate in any after-school events that provide drinks, if so, what are they?
 - d. What stops you from drinking water at home or at school?
- 8) Do you think there are any negative things associated with drinking soda? What are they?
Follow-up: How can this impact the activities that you like to do?
- a. Do you think most of your classmates, friends and family know the risks to drinking sugary drinks?
- 9) What do you think would get your friends or your family to drink more water? Or to drink less sugary drinks?
- a. What phrase like “Rethink your Drink” do you think would make your friends want to drink more water?
 - b. What do think your family can do to drink more water/ less sugary drinks? What do you think your school can do? Your community?
 - c. Do you think your parents or family members would listen to you if you told them to drink more water and less sugary drinks?
 - d. What are some of the things that stop you or your family or community from being able to drink more water?

Conclusion

Thank you so much for participating in the focus group. The information that we discussed today will be really helpful to us as we move forward.



Community/School Water Campaign Planning Project: VIVA-Step Into Cuba Parent Focus Group Guide



Introduction to Focus Group Discussion

My name is _____ and I work at _____. This is my colleague, _____, who works at _____. We are conducting these focus groups as part of the efforts of VIVA-Step into Cuba to find out about beverage consumption in the community and what we can do to encourage healthy choices.

We'd like to get your input so we can understand what kinds of beverages people drink, what people think about drinking water and to get your ideas for messages that would encourage teens to drink more water. We don't expect you to know everything about what we ask you today, but we know that you know a lot about what is happening in your families and in your community. We also know that not everyone agrees about the topic. That's okay. It is helpful for us to hear a range of opinions and voices.

The focus group will last about 45 minutes to 1 hour. Your involvement is voluntary. You may choose not to answer any question, not to participate at all, or to stop participating at any time without any negative consequences. We will be recording the focus group so that we can accurately capture the information you are providing. The results of this focus group may be published, but no quotes will be associated with your name or a specific description that will identify you.

We understand some things we talk about you might want to discuss more with your family or friends. It is also possible that some personal or sensitive discussions might occur. Please feel free to discuss ideas generated from our conversation today, but please do not discuss sensitive or personal material or disclose the identity of people who have shared this kind of information. Although we hope that people will comply with this request, we cannot guarantee confidentiality. However, in terms of the information we collect, the audio recordings and our notes will be kept for three years following completion of the project. At the end of three years the recordings and notes will be destroyed.

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There are no right or wrong answers. We expect that you will have differing points of view. Please feel free to share your point of view even if it differs from what others have said. We have name tents here in front of us today. They help us remember names, but they can also help you. If you want to follow up on something that someone has said, you want to agree, or disagree, or give an example, feel free to do that. Don't feel like you have to respond to me all the time. Feel free to have a conversation with one another about these questions. I am here to ask questions, listen, and make sure everyone has a chance to share. We're interested in hearing from each of you. So if you are talking a lot, I may ask you to give others a chance. And if you aren't saying much, I may turn to you to see if you have something you want

to add. [Note taker] is here to take notes, to make sure I follow-up on important points, and to help make sure our discussion goes smoothly.

Do you have any questions about what I've just reviewed?

If, after today you have any questions about our session or this project please don't hesitate to contact me. My contact information is on my business card [pass around]. We won't take any formal breaks during the discussion, so please feel free to get up when you need to stretch, use the restroom, or get a snack. The restrooms are [give directions].

Okay, so I am going to turn on the recorders now. [Turn on recorders.]

Begin formal discussion:

Use display board from VIVA General Survey to help people figure out how much they drink.

- 1) On Post-It Color A: Each person writes their answer the following question: How much water do you drink in a day or week in ounces?
- 2) On Post-It Color B: How many sodas or sugar-sweetened beverages do you drink in a day/week on average? (List what possible sugar-sweetened beverages there might be, i.e. Gatorade, Monster Energy, Rockstar Energy, Arizona Ice Tea, etc...)
- 3) On Post-It Color C: How many sodas or sugar sweetened beverages do you think your kids drink in a day/week on average? (List what possible sugar-sweetened beverages there might be, i.e. Gatorade, Monster Energy, Rockstar Energy, Arizona Ice Tea, etc...)

After all post-its are posted, have people read one another's notes. What do you think of these results?

- 4) 2 out of 3 US teenagers have a soda or sugary beverage daily. What do you think of that statistic? Do you think teens in your community drink more or less?
- 5) What counts as a sugar sweetened beverage or a sugary beverage? What are the healthier alternatives?
- 6) (What) do you think are the harms to drinking sugar sweetened beverages?
 - a. Are there any risks or problems that you worry about specifically for kids?
- 7) Why do you think your family/friends/neighbors might not drink water, or as much water as they should? What do you think are the biggest challenges to drinking more water?
- 8) What do you think would help family/friends/neighbors or you to drink more water?

- 9) If we were to create a campaign to get teens to drink more water, what do you think we should focus on?
 - a. What messages do you think they would listen to?
 - b. What spokespeople do you think they would listen to?
 - c. What is the best way to reach them? (internet, social media, school, TV, radio?)
- 10) If your teen urged you to drink more water, what could they say that would make you most likely to follow their advice?
- 11) What are some ways that you think your family or the school could promote drinking more water/less sugary beverages?
- 12) Do you think there are any problems with promoting more water consumption/less sugary beverage consumption at home or at school?

Conclusion

Thank you so much for participating in the focus group. The information that we discussed today will be really helpful to us as we move forward.



Community/School Water Campaign Planning Project: VIVA-Step Into Cuba Teacher/Staff Focus Group Guide



Introduction to Focus Group Discussion

My name is _____ and I work at _____. This is my colleague, _____, who works at _____. We are conducting these focus groups as part of the efforts of VIVA-Step into Cuba to find out about beverage consumption in the community and what we can do to encourage healthy choices.

We'd like to get your input so we can understand what kinds of beverages people drink, what people think about drinking water, and to get your ideas for messages that would encourage teens to drink more water. We don't expect you to know everything about what we ask you today, but we know that you know a lot about what is happening in your families, your school, and in your community. We also know that not everyone agrees about the topic. That's okay. It is helpful for us to hear a range of opinions and voices.

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We understand some things we talk about you might want to discuss more with your family or friends. It is also possible that some personal or sensitive discussions might occur. Please feel free to discuss ideas generated from our conversation today, but please do not discuss sensitive or personal material or disclose the identity of people who have shared this kind of information. Although we hope that people will comply with this request, we cannot guarantee confidentiality. However, in terms of the information we collect, the audio recordings and our notes will be kept for three years following completion of the project. At the end of three years the recordings and notes will be destroyed.

We would like to establish some ground rules for our discussion today: only one person should speak at a time, please be respectful of differing opinions, and please turn your cell phones off for the duration of the discussion. If you need to take a call, please leave the room to do so. If at any time I ask questions in a way that is confusing, stop me and I will explain what I am trying to say.

There are no right or wrong answers. We expect that you will have differing points of view. Please feel free to share your point of view even if it differs from what others have said. We have name tents here in front of us today. They help us remember names, but they can also help you. If you want to follow up on something that someone has said, you want to agree, or disagree, or give an example, feel free to do that. Don't feel like you have to respond to me all the time. Feel free to have a conversation with one another about these questions. I am here to ask questions, listen, and make sure everyone has a chance to share. We're interested in hearing from each of you. So if you are talking a lot, I may ask you to give others a chance. And if you aren't saying much, I may turn to you to see if you have something you want

to add. [Note taker] is here to take notes, to make sure I follow-up on important points, and to help facilitate our discussion.

Do you have any questions about what I've just reviewed?

If, after today you have any questions about our session or this project please don't hesitate to contact me. My contact information is on my business card [pass around]. We won't take any formal breaks during the discussion, so please feel free to get up when you need to stretch, use the restroom, or get a snack. The restrooms are [give directions].

Okay, so I am going to turn on the recorders now. [Turn on recorders.]

Begin formal discussion:

Use display board from VIVA General Survey to help people figure out how much they drink.

Begin Focus Group by giving each student Post-It notes of two different colors A and B, and define for them what a sugary drink is:

- 1) On Post-It Color A: Each person writes their answer the following question: How much water do you drink in a day/week in ounces?
- 2) On Post-It Color B: How many sodas or sugar-sweetened beverages do you drink in a day/week on average? (List what possible sugar-sweetened beverages there might be, i.e. Gatorade, Monster Energy, Rockstar Energy, Arizona Ice Tea, etc...)
- 3) On Post-It Color C: How many sodas or sugar sweetened beverages do you think your students drink in a day/week on average? (List what possible sugar-sweetened beverages there might be, i.e. Gatorade, Monster Energy, Rockstar Energy, Arizona Ice Tea, etc...)

After all post-its are posted by group, have people look at the groups. What do you think of these results?

- 4) 2 out of 3 US teenagers have a soda or SSB daily. What do you think of that statistic? Do you think teens in your community drink more or less?
- 5) Do you think there are the harms to drinking sugar sweetened beverages? What are they?
 - a. Are there any risks or problems that you worry about specifically for kids?
 - b. Specifically for adults?
- 6) Where do you drink more water, at home or at school? Why?
- 7) Why do you think your family/friends/neighbors might not drink water, or as much water as they should? What do you think are the biggest challenges to drinking more water?

- 8) What do you think would help your students/family/friends/neighbors or you to drink more water?

- 9) If we were to create a campaign to get teens to drink more water/less sugary beverages, what do you think we should focus on?
 - a. What messages do you think they would listen to? What matters to them?
 - b. What spokespeople do you think they would listen to?
 - c. What is the best way to reach them? (internet, social media, school, TV, radio?)

- 10) If we were going to create a campaign to have teens try to get their families to drink more water, what do you think we should do?
 - a. Any ideas of good messages? (show some examples)
 - b. Ways to promote it through school?
 - c. Ways that the teachers could help us or support the message?
 - d. Do you think the parents would listen to their teens and follow their advice?

- 11) What are some ways that you think the school could promote drinking more water/less sugary beverages?

- 12) Do you think there are any problems with promoting more water consumption/less sugary beverage consumption at school?

Conclusion

Thank you so much for participating in the focus group. The information that we discussed today will be really helpful to us as we move forward.