

Vignette Production for Focus Groups: Recruitment and Retention Network (RRN) Formative Research

Recruitment is a critical activity for the NCS to ensure optimal sample size and representativeness. Input is needed from diverse individuals to determine the best strategies for recruitment. The RRN used a multi-method approach to evaluate previously used materials and methods to make recommendations for the NCS Main Study. The current presentation will address one method used to evaluate recruitment procedures. With input from all eight network sites, scripts were developed and video vignettes were produced for seventeen possible scenarios, which varied by race and ethnicity of the recruiter and the potential participant, or by family circumstance, such as a willing woman and a reluctant partner. Professional production included use of a variety of actors. Each RRN site selected vignettes deemed appropriate for their demographic representation. Focus group demographics will vary across the sites. For example, one site included non-resident fathers. Using a moderators' guide developed with input from all network members, focus groups were (or will be) conducted by showing participants the vignettes and soliciting their input about the scenarios and the likelihood that the method would be successful in persuading them to participate in the NCS. These methods in combination with the additional network activities of evaluating existing print materials and interviews of the original Vanguard Centers' staff will provide us with a comprehensive view of the characteristics of materials and methods that are successful for specific demographics. These methods elicit the type of conversations necessary to inform the NCS Main Study in tailored recruitment methods and messages.