

Consumer Engagement during COVID-19

Lessons Learned from a Transition to
Virtual Focus Groups

Alison Caballero, MPH, CHES

Disclosures & acknowledgments

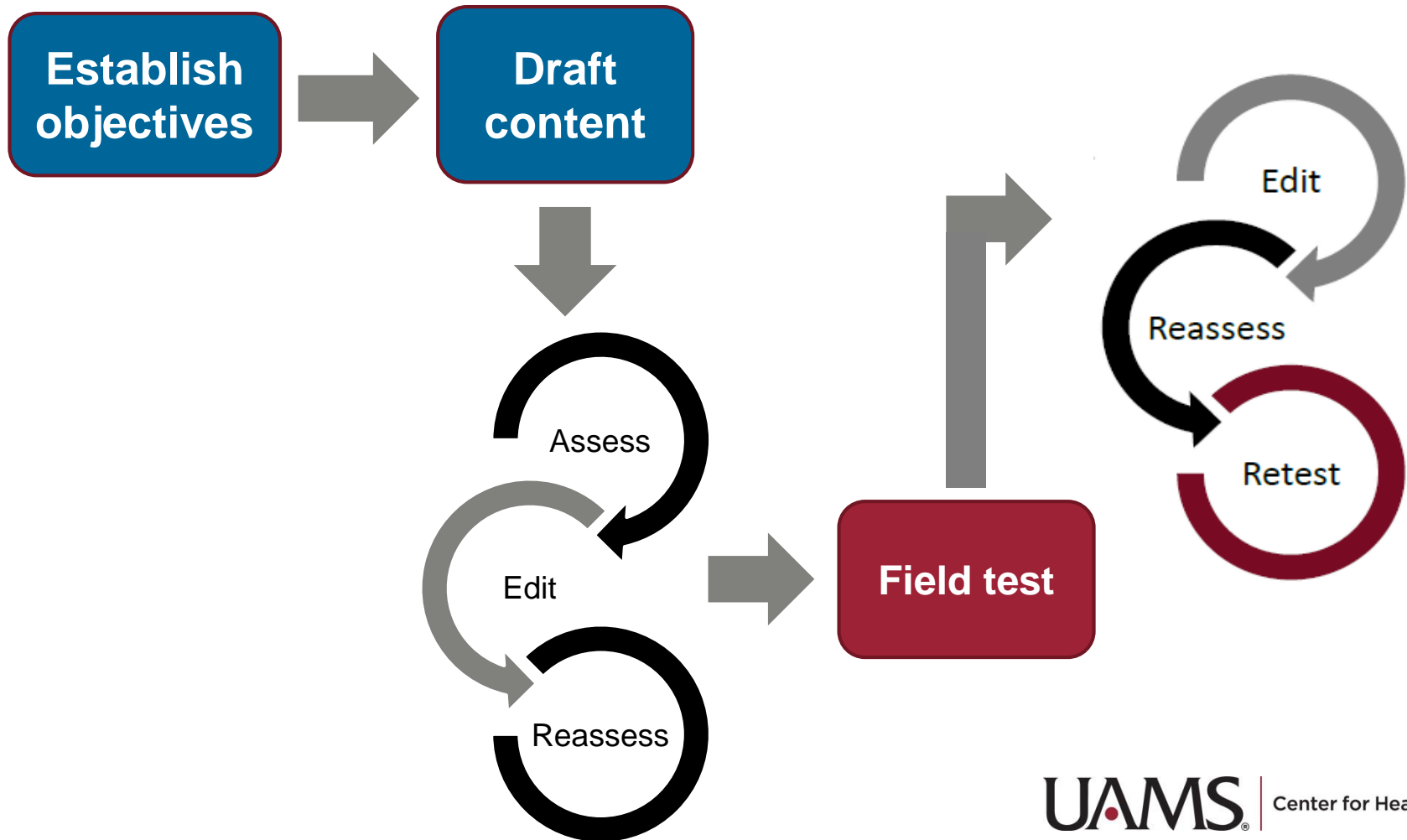
- I have no relevant financial disclosures.
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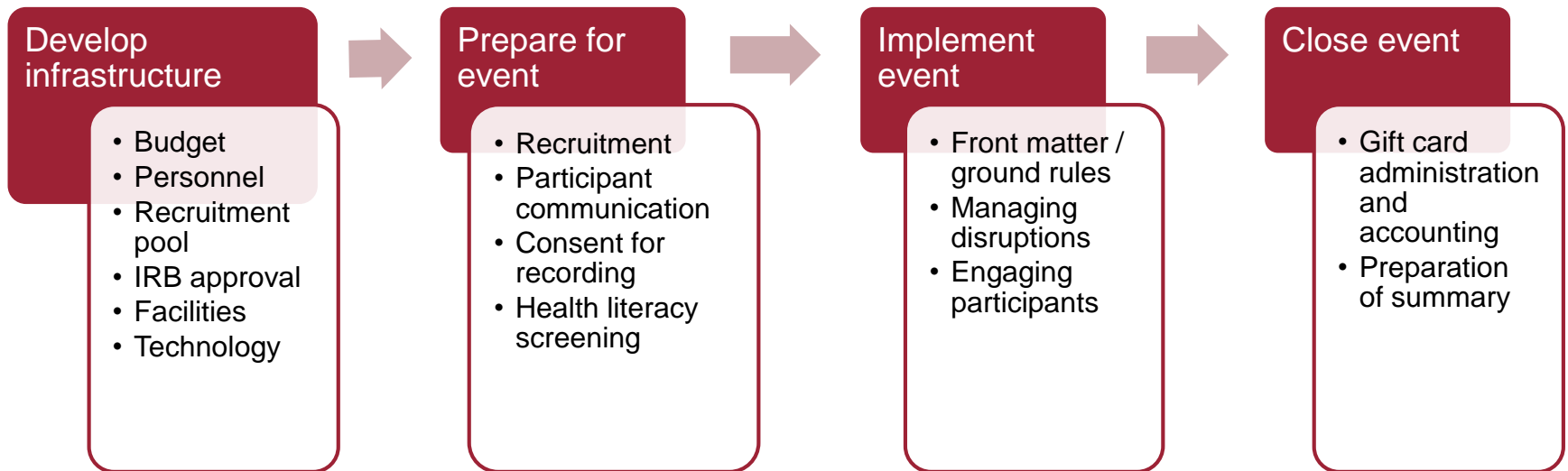
Objectives

- Describe the impacts of a shift to virtual field testing on resource demands, including budget and human resources
- Identify challenges and solutions for including individuals with health literacy challenges in virtual field testing sessions

The role of field testing in our work



The field testing process



Infrastructure Considerations

Staff and Participants | Participants with Limited Health Literacy | Technology and Regulatory Approval | Budget

Staff and participants

- Staff: Mixed digital literacy skills
- Community participants (n=1,325):
 - Half English speakers, half Spanish speakers
 - 536 (40%) with e-mail address on file
 - 100% unknown digital literacy skills
 - 100% unknown access to broadband and compatible device

Participants with limited health literacy

- Goal: Smaller group (6-8), including individuals at risk for limited health literacy
- Process: Recruit from 2 randomized lists
 - List 1 (LHL and email address on file) = 50
 - List 2 (UHL and email address on file) = 453
- Rapport with List 1 group served us well with recruitment and no-shows

Technology and regulatory approval

- Technology resources
 - Existing license limitations (time, number of participants)
 - Familiarity (staff and participants)
 - IT support
- IRB determinations
- Institutional policies for technology use with public, for events during COVID-19

Budget (net \$50 increase)

Decrease to budget

- Staff time:
 - Ordering refreshments
 - Setting up room and breaking down room
 - Hanging building signs
- Participant expenses:
 - Refreshments
 - Parking
 - Travel reimbursement

Increase to budget

- Staff time:
 - Conducting tech check
 - Longer session time
 - 1:1 paperwork return
- Staff or IT support:
 - Tech support during FG
- Other:
 - Participant incentive
 - Technology license

Preparation for the Event

Recruitment Strategy | Participant Packets | Online Meeting Setup | Tech Check Phone Call | Document Markup

Recruitment strategy

- Typical randomizing of LHL and AHL groups
- Inclusion criteria for invitation:
 - Has e-mail address on file
 - Max of 8 (improved no-show rate)
- Initial phone calls (revised script)
 - Computer or phone with camera and microphone
 - Internet service
 - Willingness to join a group discussion via video

Participant packets

- Reminder of session time, date, link
- “Before the Session”
 - Read materials to be discussed and mark them up
 - Fill out release for recording and demographic form
 - Announce plans for “tech check” call
- “During the Session”
 - Launching and using Zoom
- “After the Session”
 - Paperwork needs
 - Expectation for gift cards

Online meeting setup

- Turn co-host settings to “on”
- Make sure tech person is a host or co-host
- Embed passcode in invite for one-click join (no Zoom account needed)
- Set audio type to both telephone and computer (in case they can’t get computer audio)
- Default to participant video “on”
- Allow “join before host” so they can visit (do any team last minute prep offline)

Online meeting setup

- Allow chat, but not private chat
- Turn on “nonverbal feedback” for raise hand, yes, no, go faster, go slower, lower hand
- Adjust screen share settings to your preferences
- May wish to use annotation

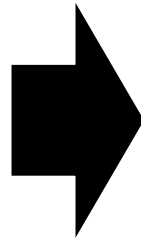
“Tech Check” phone calls

- Remind of time, date
- Ensure they know what to do to join, how to get help
- Test microphone and camera
- Teach basic platform skills



- Ensure understanding of document markup instructions
- Administer Newest Vital Sign (NVS)

Document markup



Could be better

Hard

During the Event

Recording | Notetaking | Disruptions | Group Process

Recording

- Paperwork not in hand to provide recording consent
- Ask for acknowledgment that they consent to recording and have filled out and signed the form by pasting name in comment box
- Assign a tech contact for session and include this in their role

Notetaking

- Transcript from Otter AI
 - Free
 - Immediately available
 - Cloud storage
 - IT Security-approved
 - Anyone can record (some platforms limit to scheduler)
- Assign technology staff contact to start recording and to file the recording in the shared files afterward
- Much easier to clear up notes from transcript than audio file

Disruptions

- Technology issues (assigned tech contact)
- Quiet space for participation (include in pre-session packet)
- Digital literacy limitations (practice skills during tech-check)
- Failing to lower hand (assigned tech check and notetaker)
- Failing to mute (assigned tech check and notetaker)

Group process

- Explain “flow” during setup
 - What to do when called on to speak
 - What to do when called on to vote
 - What to do to request to speak
- Remind of ground rules
 - Confidentiality
 - Limiting distractions: phones on silent, private space
 - We hope to hear from everyone. We may call on you or ask to hear from others.

Group process

- Document review
 - Round-robin sharing of one “hard” or boxed-in item
 - Voicing agreement with suggestion made using thumbs up or hand raise feature
- Addressing distractions
 - Tech contact to direct message participant or send message to mobile if not responsive

Closing the event

- Paperwork
- Gift card
- Mail challenges
 - SSNs on paperwork for treasurer's office
 - Lost gift card
- In-person challenge with COVID-19 restrictions and visitor screening capacity
- ClinCards and REDCap surveys to replace these methods

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Contact our staff:

Alison Caballero

501.352.0549

bacaballero@uams.edu