



**Stroke Campaign
Focus Group
Held July 24, 2005**

Situational Analysis:

On Sunday July 24, 2005, 8 individuals participated in a focus group session to evaluate elements of the Washington State Department of Health's 2005 Stroke Campaign, specifically the faith-based activities of the campaign. Participants were asked by a moderator from Desautel Hege Communications (DHC) to recall details of a stroke presentation given by Dr. Maxine Hayes two weeks prior during church service, were shown a rack card, print advertisement and reminder magnet, as well as heard a radio public service announcement. Reactions were recorded via audio tape and video tape. Responses were also recorded by a note taker from DHC. Following is demographic data as well as notes from the group's discussion.

Participant Demographics:

- o 8 individuals: 4 women, 4 men
- o Average age range: 50-59 years

Participant	Age range
Woman	18
Woman	40-49
Woman	50-59
Woman	50-59
Man	30-39
Man	40-49
Man	50-59
Man	60-69

Discussion Notes*:

1. Did you see Dr. Hayes' presentation during the church service two weeks ago?

- 8 people saw Dr. Hayes' presentation.

2. What was the main thing that Dr. Hayes talked about?

- Things we can do primarily to look for signs of stroke is what I remember.
 - o If a person seems like they aren't themselves, have them raise both arms to see if they are at the same level, smile to see if their smile is even, and I think the third thing is to say a simple sentence.
- She's the top doc.

3. Was there any information in Dr. Hayes' talk that was new to you? If yes, what was it?

- I had heard it before on the radio.
- I had heard it on the radio, and what it did for me was a confirmation. Raise your arms, well I didn't know if over your head, or at what level, so it was a confirmation of exactly what to look for, what to ask.

4. What can happen if a person who is having a stroke doesn't get immediate medical attention?

- They can go into, I believe, shock, and if you don't prepare yourself or move fast enough to get to a medical facility that the person's brains can be damaged for life. As far as brains damaged, speech, and also maybe crippling (in a sense) for life.
- Paralysis could be part of it also to just a separate part of your body, not 100%, but just sections.

5. Since getting help quickly is so important, what can you do to tell if someone is having a stroke? (if no one can recall that you should give the 3 tests, or recall what they are, then give a prompt)

- Call 9-1-1
- (Asked later in discussion) Participants had confusion on whether to call 9-1-1 or to perform the tests first.

6. If you were in a crisis situation, do you think you would be able to remember the signs of a stroke? Do you think you could give a person these 3 tests? Would you feel comfortable doing this for a family member? For a friend/neighbor? For a stranger?

- All participants said they felt comfortable with the tasks.
- Yes, for anyone.

7. So if a person is having a stroke, what should you do? (if they say “call 911, then ask: When should you call 911-- After one test is failed? Two tests? Three tests?)

- Call 9-1-1.
- I think I would do the steps before, and then call 9-1-1.

(Moderator asks after now many of the tests fail would you call 911)

- If they fail just one of the tests (all participants agree)

8. Have you seen or heard messages about stroke outside of the presentation in this church? If yes, where?

- Yes (all participants agree).
- Radio (several participants agree).
- Television
- And we had a presentation here in the church from the American Heart Association (last year sometime).

(Group is shown rack card)

- You know the one thing I am still not totally clear on is what is that person who's having a stroke's symptoms? Before we even get to the steps, you know I'm not really sure.
- Doesn't a stroke normally start with the left arm, with pain in the left arm and then it just kind of works itself throughout the body and the person starts to lose some of their vision? And then it just goes from there. Sometimes they may lose thought of where they are and can't identify a family member.

9. What is the main idea/information you get from these pieces?

- Signs of a stroke (all participants agree).

(Moderator probes with what the question is on the card)

- Do you know the signs of stroke?

10. Is this enough information about stroke? Can you think of anything else that should be mentioned?

- I think you should put on what to look for, if a person's not responding normally or if they are getting pain in the arm or some of those things. You ask, would you know a stroke if you saw one, this tells you what to do if you recognize the symptoms, but what are those symptoms?
- Yeah, what are those symptoms?
- Because sometimes people are going to have a stroke but it's not so easy to see. They may be sitting there and you aren't realizing they're actually having it. This tells a person how to respond to it.

11. What kind of feeling does this message invoke for you? (moderator probes with would most people know if candidates for a stroke?)

- No (all participants agree).

- They don't know what they are looking for.
- They don't have the education to know.

12. What do you think is the call-to-action is? Is it clear?

- Yes (all participants agree).

13. Did you notice the statistic about death and disability due to stroke in African Americans?

What did you think about it?

- No, I didn't see that (most participants agree).
- Oh, there's something on the back.

(Moderator asks if the information about African Americans being at high risk was new)

- Most participants knew the statistic.

14. Have you seen the magnet? Will you keep your "Signs of Stroke" magnet? Do you think it is a good reminder tool?

- Yes, would keep it.
- I have it on my fridge.
- That little clip thing doesn't work though. I had it in the car and it came right off.
- It could be without a clamp.
- Yeah, it could be without a clamp, and it should be the size that if a person wants to put it on the trunk of their car it could go there.
- Yeah, somebody could read it if they're stopped at the light in back of them.

(Moderator asks if there is anything else about the rack card)

- Looking at the rack card, this (the statistic) should be on the front. The statistic, because that gets people's attention to know...it identifies that African Americans are at risk. That's what's going to get your attention. And then it should probably go "what are the signs" and then what do you ask. So I think on the back, because there is nothing to point you to the back but really that needs to come first.
- Yeah, I didn't even see the back.
- I'm 18, so it doesn't appeal to me at all. It has a lot of information on it, and I think that the important information needs to stand out more than what it did.
- Well, this particular card on the back (the white inset) could be a card that you pass out because I mean if you're talking about going into www for strokes, how many people have a computer or is going to take the time to sit down and look at that. So if you had a card, perforated that could pop out, and go into a person's wallet and it would still stand out. You could still have the other information, but have a pop out card.

(Group is shown print advertisement)

15. What is the main idea/information you get from this piece?

- That it's for African Americans.
- That it talks about stroke.
- What's different here is you see the SOS, so you know that you're asking for help. And so what is it you're asking for help about? It would cause me to want to know. Okay, so now you are talking about stroke, and you're telling us what to do once you recognize a person may potentially be having a stroke. And you're telling me who's affected; you're giving me the stats.
- It tells you what to do if you recognize that someone is having difficulties. So you can find them some help. And then where to go for more information, the website and stuff.
- I think it is too wordy. Most of our people are not going to read all of that stuff. Also, the print is very small because if we're looking at an older population – doesn't have to be old, that is very difficult to read. So the important words should be bold and less wordy. Because we glance at things first and if it pertains to us then we'll read it, but we need to be able to...the wording is just very wordy.

- We're very visual (this is very wordy).
- The answer is in the first sentence.

16. For a person who knew nothing about this topic, would the information in this ad be sufficient, not enough, or too much?

- Yes
- This is better, the picture's there and the words are bigger, it stands out more (compared to the rack card).

17. What do you think the call-to-action is? Is it clear?

- Yes.
- You could use the words "call to action" and list their names (Dr. Hayes and other).

18. Do the people in the ad seem "real" to you? Did they remind you of anyone you know?

- Yes it is clear.
- I think that would be a good idea to put their names for people who don't know who they are.
- If you could identify him with the church, that would really get people's attention also.

19. What did you learn from this piece?

- Answered in Question 15 above.

20. If you wanted more information after seeing this piece, where would you go or what would you do to get it?

- American Heart Association
- Stroke Association
- Health department
- Now there is a situation where you could use the Internet, and Brother Monroe and Dr. Hayes could pop up.

21. What print publications do you read most frequently?

- Newspaper
- News Tribune
- Readers Digest
- Billboards
- Ebony
- Black Enterprise
- Tacoma Facts
- The Medium
- Olympian

(Group listens to radio public service announcement)

22. What is the main idea/information you get from this spot?

- The same thing that on the others, the signs.
- How to tell the signs.
- That African Americans are at high risk (that stands out more).

23. Could you relate to Dr. Hayes and/or her voice as a speaker, fellow African American and trusted community leader?

- Yes, it did matter.

24. What do you think the call-to-action is? Is it clear?

- Yes, it was said twice and that was helpful.
- Yeah, you hear the facts, and then you hear African American, you start listening and then you hear them again.

25. What kind of feeling does this message invoke for you?

- That this is something important and I need to pay attention to it.
- And then you think about your own health, how am I taking care of myself, how much at risk am I?
- Now we know what to do if we think we see someone is showing the symptoms.

26. What did you learn from this spot?

- The three signs.

27. What radio stations do you listen to most frequently?

- 1560AM
- 98.9FM
- 98.1FM
- 98.8FM
- 97.3FM
- Oldies
- 93.3FM
- 105.3FM
- 90.3FM
- Satellite radio, I listen to that. That would be like the Spirit. I don't know if you have access to that, but satellite radio is very popular and comes in most vehicles now too.
- I think one of the television stations you guys should advertise on is BET.

(Closing questions)

28. Is there anyone you know personally who has had a stroke? How were things, after they had their stroke? After hearing Dr Hayes' presentation, seeing the Rack Card & print ad, and hearing the radio spot—what do you think might have been done differently to improve their outcomes?

- Yes, most people in the room know someone who has had a stroke.
- Well, it was kind of scary for me because at one point I had a (employee) who had a stroke and before 911 arrived, he was deceased. And that's really scary.
- There was a woman in our church who had a stroke three weeks ago, the day after Dr. Maxine Hayes talked. She knew what to do and got help so she's doing good.

(Moderator asks what, if anything, can be done to improve the Department of Health's materials)

- Add some eye candy, I don't know...colors different fonts, it's so plain.
- It is pretty plain.
- Maybe use a different phrase for the younger audience.
- I like the photo, you couldn't have gotten a better photo.

29. Do you think that this is an especially important issue in the African- Americans community? If yes, why?

- Because of lack of diet, lack of good diet, exercise is not as critical, and when Dr. Maxine Hayes talked about that, people paid attention more. There were some changes that happened. That, if you wanted to go a little further, that could be just highlighted as well.
- What I'd like to see it highlighted in the schools because I think that school lunches are terrible for kids. French fries, and it's the same thing every day for 180 days a year. Café USA has to go.

30. Today we have talked a lot about how to tell if someone is having a stroke and what to do about it. We know why this is an important issue in the African-American community. Keeping these things in mind, how do you think your community expects you to respond if you suspect someone is having a stroke?

- Ask them to smile and raise their hands above their heart?, and then speak a simple sentence.
- And make sure you call 9-1-1.
- To be more confident, knowledge is power.
- If it were highlighted, if they fail even one, just because like in this congregation it would be very difficult to convince them that they needed to get help. And people will say "oh no, I'm okay" and it is critical. So I think just really highlighting "even if one". Because even if it turns out to be a false alarm, that at least they got help in time. African American people are very hesitant, very reluctant, to just go to the doctor – especially if it seems to be just something minor, which one of these things may appear to be minor.

(Moderator asks if it was all new information, or if it was all repeats of information they already knew)

- It was new to me (most participants agree).
- New information.

*Notes were taken as discussion was occurring and were as close to verbatim as possible.