

**“Communicating Effectively about Support Service Information: What Works with Teens Seeking Help for Violence in their Lives?”**

**FOCUS GROUP TOPIC GUIDE FOR YOUTH  
Evaluation of the NYC Teen Health Map**

Group interviewed:

Date:

Site:

Time:

Participants:

Facilitator(s): Monica G. Paz

**INTRODUCE TOPIC OF RESEARCH**

I’m interested in knowing what you think about the NYC Teen Health Map, a pocket-sized subway map on one side and on the other side a listing on confidential, teen-focused free counseling and health services. I would like to know if this card provides the necessary information on support services and whether you find it useful or not. We’ll be discussing the format of the card and the content.

Your participation in this discussion will help improve resource materials for young people in New York City. Our discussion should last about one to one and half hours.

**AGREE ON GROUP NORMS AND CONFIDENTIALITY**

No one except the group leaders and the other group members will know that you took part in this discussion. The groups will be tape recorded with voices only and the tapes will be used to write down and document the information that was shared during the discussion. Your names will not be revealed on the tape. Note-takers will be writing down opinions. We will not record your name or any other personal things about you during the group. We ask that everyone in this room not reveal any information they may have heard here to anyone outside the group. We will protect information about you and the fact that you are taking part in this research, and if the results of this research are published, your name will not be shown.

**Walk through consent form and have everyone sign it.**

**ICE-BREAKER QUESTIONS**

**(A) Finish the Sentence!** One person starts off with: "I came to this meeting because..." or "I am most looking forward to my summer vacation because...." and the person to the right or left adds to the sentence leaving the possibility open to add more.

Example: I am looking forward to my summer vacation because... (One person will add something like:) ...my parents will take me to the beach but... (Here another participant adds to the sentence) ...but I don’t really know if my sister is coming since...

Each participant should try to find a statement that is positive, interesting and fun!

**(B)** Let's begin. Let's go around the room and introduce ourselves. Please give us your first name and age, explain who lives with you in your home, and just for fun, tell us what your favorite TV show is. I'll start...

## **QUESTIONS ON RESOURCE MATERIALS**

Based on what other young people have told us about what they would like to see as resource materials, the Alliance has produced the NYC Teen Health Map. As you can see, it has a subway map on one side and on the other side it has a list of confidential health and counseling services. Now, I would like to get your input on this Teen Health Map and please tell me:

What do you think about the NYC Teen Health Map?

What do you like about it? Why? Why not?

Do you like the foldable format?

What do you dislike?

What do you think about the colors for the different sections?

What do you think about the font?

Is there something that you see that gets your attention the most? [show the other examples and ask: what do you think of these? For boys? For girls? For both?]

What do you think about the black color on the outside, does it look good?

What about the signs: the light bulb, the question mark, the arrow, etc? Is it clear to you what they mean?

What do you think about the titles in each section?

Do you like the different colors for different titles?

Do you find the NYC Teen Health Map practical?

Is there anything in the NYC Teen Health Map that turns you off?

Is this something you would carry with you?

## QUESTIONS ON CONTENT

Now, I would like you to pay attention to the content, the information that has been included here and tell me what you think about it.

Can you tell me what kind of information is provided here (in the NYC Teen Health Map)?

Is this information important to you?

Is the confidentiality aspect of the services listed here, in each section, clear to you?

Is the language/information clear and easy to understand?

Is the information enough, too much/too little?

Is there anything missing?

Can you describe what each section is about? Is the information in each section clear?

What about the instructions on how to get the places listed?

Would you like to see this information anywhere else?

### *Let's go step by step now*

#### 1. Just In Case You Need Help

Can you tell me what this section is about and what information is given?

Would you call this section something else? Would you give it a different title?

Are the colors and content a good match?

Is there anything that is not clear to you?

Something missing that you can think of?

#### 2. How Can I Get Help?

→ *Call a Hotline*

Can you tell me what this section is about and what information is given?

Is the information clear?

Is this information important and useful to you?

Would you call any of the numbers provided here if needed help?

Would you visit their websites to get more information?

How do you like the colors of the font?

→ *Talk to Someone in Person*

Can you describe what this section is about?

Is the information clear and important to you?

Would you call this section something else?

Have you ever heard of any of these places? Where?

Would you go to any of these places knowing that your parents are not going to know?

Are the instructions of how to get there clear?

Is this little or too much information?

Can you think of any other counseling center that know of and that should be included here?

What do you think about the colors in this section?

Is there anything in particular that attracts your attention the most?

→ *You Can See a Doctor*

Please tell me what you think this section is about

Would you call this section something else, another title?

Is the information clear? Is it important to you?

Have you heard of any of these places before? How? Where?

Knowing that your parents wouldn't know, would you go to any of these places to get help?

Is there anything in particular that catches your attention? Anything that turns you off?

Is there any other clinic that you know of that you think should be included or where you would go?

*In general...*

Is there any other kind of information that you suggest should be included?

Where would you go for information on sexual violence and dating violence?

What do you think is the best way to distribute the NYC Teen Health Map to youth in NYC?

Can you think of places where you would like to see or have access to the NYC Teen Health Map?

**CLOSE THE INTERVIEW**

Thank you for all your time and ideas. This has been extremely helpful. As I said in the beginning, the purpose of this discussion was to help us learn about what youth want in terms of resource materials on sexual violence and dating violence support services. As we develop support service materials, we want to be sure they help youth address the problems they are facing.

Please remember that you agreed to keep this discussion confidential. Please do not share with others the details of what was said here. Please do not give details of what was said here, so that we can try to preserve confidentiality and the safety of people who are exposed to violence.

How does that sound to you? Do you have any questions for me? If anyone would like to speak with me in private, I will stay here after we end.

Thank you for all your help.