

71272GPreport_01: AFIX State Partner Debriefing Discussion Guide

Guide used for debriefing phone interviews conducted with AFIX study state partners who delivered study intervention visits, used to find out what went well with the intervention delivery and what improvements could be made

Debriefing interviews conducted during the month of December, 2015

December 21, 2015

AFIX State Partner Debriefing: Discussion Guide
November 25, 2015

INTRODUCTION

We'd like to start off by thanking you for all of the work you've done on this study over the last year. We know that you have been balancing study activities with your many other day-to-day responsibilities; that you've been successful demonstrates commitment to both this project, but also to public health practice more broadly. We believe that your work has been important to vaccine providers and adolescents in your state, but your work is also important for informing the AFIX program nationally.

Today we'd like to take about an hour to reflect on your experience delivering our AFIX intervention. Our discussion is going to be similar to the week-to-week check-in calls that you and Jen have been having over the last 6 months, but I'll be asking you to think more broadly about the components of the intervention that you feel are more important, effective, and worthy of passing on to other states. I'll also ask about opportunities for improving our intervention.

There will be no right or wrong answers to the questions that I'm going to ask. You can be most helpful to the research team by being completely honest about study strengths and challenges. You will not hurt our feelings by telling us about aspects of the intervention that did not work well for you; we will interpret the information that you give us as constructive feedback that will provide an opportunity to improve our intervention.

Just a few more points before we begin:

- We will keep what you tell us confidential. Jen and I may share things that you say with the study team or in research publications, but we will not attach your name (or your state's name) to the comments. I don't anticipate that we will discuss any sensitive topics, but you should feel free to "pass" if I ask you a question you prefer not to answer. Your participation is completely voluntary, and you can choose to stop the interview at any time.
- If it's okay with you, I would like to audio-record our conversation. Your feedback is very important, and I want to make sure that I capture what you say as accurately as possible. I will not share the audio-recording with others, and I will destroy the recording at the end of the study. Are you okay with audio-recording? *****TURN RECORDER ON*****
- Do you have any questions for me before we get started?

OVERVIEW Now that you've completed your AFIX consultations, we'd like to learn from you what worked well and what parts of the intervention need improvement.

1. When you reflect on the AFIX visits you delivered for this study, which strategies and tools worked well?
 - Which were most favorably received by providers?
 - Which do you think were most effective for raising HPV vaccination coverage?
 - In your opinion, what are the "key ingredients" of our AFIX intervention, or the components that are absolutely necessary for making this intervention work?
2. Which strategies and tools were most challenging?
 - Which were least favorably received by providers?
 - Which do you think were least effective for raising HPV vaccination coverage?
 - If you could change one thing about our AFIX intervention, what would it be?
3. How did your approach to delivering the AFIX intervention change over time?
 - What did you learn about scheduling visits?
 - What did you learn about delivering visits?
 - What did you learn about follow up?

PROTOCOL Now I'd like to ask about some specific parts of the study protocol.

4. Tell me about providers' responses to our use of CMEs as an incentive for participation.
 - How effective was this approach for recruitment?
 - What types of providers seemed most interested?
 - What ideas do you have for using CMEs more effectively?
 - How likely are you to continue to use CMEs to incentivize AFIX participation in future AFIX visits?
5. Tell me about providers' responses to the Immunization Report Card.
 - How effective do you think the report card was for communicating the problem of low HPV vaccination coverage?
 - To what extent was presenting the HPV vaccination goal in terms of # of patients (versus % coverage) an effective strategy?
 - What ideas do you have for using the report card more effectively?
 - How likely are you to continue to use the report card in future AFIX visits?
6. Tell me about providers' responses to the Action Plan.
 - How effective do you think the Action Plan was for helping providers prioritize QI activities?
 - What ideas do you have for using the Action Plan more effectively?
 - How likely are you to continue to use the Action Plan in future AFIX visits?
7. Tell me about the follow-up, including coaching emails, that you provided after the AFIX visit.
 - What strategies did you use?
 - How were coaching emails received?
 - What ideas do you have for using the coaching emails more effectively?
 - How likely are you to continue to use coaching emails in future AFIX visits?

DELIVERY MODE Now I'd like to ask you to compare in-person and webinar AFIX visits.

8. What were the biggest advantages of in-person visits? Webinar visits?
9. The biggest disadvantages of in-person visits? Webinar visits?
10. What differences were there, if any, in how providers received in-person and webinar visits?
11. How likely are you to continue to use webinars to deliver AFIX visits in your state?

DISSEMINATION

12. What are the best ways for sharing our intervention and related materials with immunization managers in other states?
 - Which meetings or conferences would be best?
 - Publications?
 - If we were to make a website to share our intervention with other states, what kind of information would be most helpful?
 - Would it be okay for the website to recognize you and your state health department as project partners?

CLOSING

13. We've now covered all the questions that I had for you. Jen, what additional questions do you have?
14. Before we wrap up, is there anything else you would like to us to know about your experience delivering AFIX visits for this study?

Thank you very much for providing this information. These interviews are one of our most important forms of evaluation, and we plan to carefully review your comments as we finalize our intervention materials. If you have any questions about our discussion or think of additional things that you would like to share, please don't hesitate to get in touch.