FGD guide for participants that saw the video during a household visit and subsequently enrolled in the cohort study

First impressions

1) How did you first hear about PrEP?
   a) What made you interested in joining the study (or taking PrEP)?
   b) Had you heard of PrEP before they visited you at home?
   c) [Home visits] What do you remember from the day? *(ask a few volunteers to recall what happened, how they felt)*
   d) How did you feel when you learned there was a pill that prevents HIV? What did you do afterwards? *(ask them to describe the process of how they came to education session, join the study, e.g. did they come on their own or need prompting from staff etc… and if they came across PrEP afterwards, what influenced their decision to learn more).*

Video

1) Let's talk more about the video you saw during the home visit…
   a) What do you remember about it? What stood out?
      i) Did the video have any impact on your desire to take PrEP? Describe, if so.
      ii) Do you remember how you felt after watching it for the first time? What did you think then?
      iii) Did you talk about the video with anyone? With who and what did you discuss?
   b) *After exploring what they remember about the video and whether it affected their motivation, play the 3P video to refresh their memory. Ask* participants to jot down their responses to:
      a) Describe the video in one or two words
      b) How did you feel, while watching the video?
      c) What do you like most about the video?
      d) How could it be improved?

And then discuss:

2) How would you describe the video in a word or two?
   a) What stood out to you, while watching the video?
   b) How did you feel?

3) What do you like most about the video?
   a) Which aspects can you relate to and why? Which aspects do you *not* relate to and why?

4) Is there anything you *don't* like about it and why?
5) How well do you identify with the people in the video? (describe why or why not)

6) Do you have any ideas about how the video could be improved? What would you change? Is there anything that could be added to make it more appealing?

7) Overall, is it clear? Is there anything that you did not understand or found confusing?
8) Were there any lines that seemed out of place, that didn't sound like something youth around here would say? *(Probe about language)*

9) What is the video's message? How do you feel about that message?
   a) On a scale of 1-10 rate your how much you believe the message.
   b) Is there more people should know about PrEP?

10) What did you think of the setting? How would you describe it?
    a) How do you feel about seeing [name of community] (or even people you know) shown in a video like this?

11) What do you think of the 'look' (style) of the video? The music? The length?

12) If we didn't show you the video, would you have been as interested to find out more about PrEP?

13) How do you think other young women would react to this video, if they saw it? Do you think it would make them interested in PrEP, why or why not?

14) Does it 'work'? Do you think this campaign would persuade young women to find out more about PrEP? Why or why not?

15) What would happen if more people in [name of community] saw the video? How would that affect you?

16) Have you see any other videos about PrEP?
    a) How did that video compare with this one? Did it have any impact on your desire to take PrEP?

Print media

1) Have you seen the brochure? If yes: Where did you first see it?
    a) What did you think of the brochure? What did you like/dislike about it?
    b) Do you recall any messages from the brochure? Did anything stand out? How did you feel after reading it?
    c) Did the brochure have any impact on your desire to take PrEP? Describe, if so.

2) Did you give the brochure to anyone to read?
    a) If yes, who did you give it to? Tell me about what you discussed…
    b) Did the brochure make it any easier to talk about PrEP with that person? How so?

3) Did you see any posters about PrEP?
    a) Where did you see them? What do you remember about them? Do you remember how you felt when you saw it?
    b) Did they affect your interest in PrEP? Describe, if so.
    c) Did you have any conversations with anyone about a 3P poster? What did you discuss, if so?
    d) Where would be a good place in [name of community] to put more posters?

Other communication

1) Did you see anything about PrEP on social media, like Facebook?
    a) If yes, what did you see? Who shared it? How did you feel when you saw it?
    b) Did you share the post with others? Why or why not?
    c) Did you hear about our FB competition? What do you think about it?
    d) What groups / pages / platforms do you follow? *(probe about Twitter, Instagram, etc)* Where else should we share about PrEP?

2) What did you think, when you first heard the phrase *'be the generation to end HIV'?* How do those words make you feel?

3) If DTHF were to make more videos or other media about PrEP, what recommendations would you have? What should it be like? *(or, imagine that you worked for an advertising agency and wanted to tell young women about PrEP, how would you do it? What would you do to get their attention?)*
   a) What would you do to get other young women's attention? What would convince them to learn more about PrEP?
   b) What should be the message?
   c) What type of media (tv, radio, billboards, viral video etc…) should be used?
   d) Who should see it? Where should it be shown?

Reasons for trying PrEP

1) After you learned more, what was the main reason you decided to try PrEP?
   a) What did you find appealing about it/3P? Were there any other reasons that motivated you to try it?
   b) *Probe more about whatever they share… e.g. 'Is that something that concerns you?' 'Say more', etc*
   c) How much did other people influence your decision to use PrEP? *(Probe about partner, family, friends)*
   d) Is getting HIV something you think about much? Before/after the study? Did anything happen that made you think…? How do you feel now that you're taking PrEP?
   e) Do you know many people that are HIV+? How has that affected your feelings about HIV?

2) Activity (if time allows): Place reasons for trying PrEP around the table and ask participants to write the # of the reason that resonates the most with them on a slip of paper and the second-most compelling reason on a different colour paper. Statements will be numbered and they will put their choices in a hat, to ensure privacy. Then sort them all by # to see which are the most popular and discuss—

1. I have sex, but don't always use condoms
2. I think my partner has other partners, so want to protect myself.
3. I don't know my partner's HIV status, so want to take PrEP
4. I want to be in charge of my health and feel more confident
5. My partner is sometimes violent or controlling, so I want to prevent
6. My partner is several years older than me, so I want to protect myself
7. My partner is HIV+ and I don't know if he takes treatment
8. I don't want someone else to decide whether or not I get infected
9. I want PrEP because since I know a lot of people with HIV
10. I recently had an STI infection, which made me more worried about HIV
11. My partner doesn't like to use condoms
12. I want to get regular health check ups
13. I want the R100 from each study visit
14. Other: _____

Recommendations

1) We'd like more young women in [name of community] to know about PrEP and consider trying it. What recommendations do you have for how we should go about spreading the word? How should we get the word out? What approach would make them interested to learn more? What advice do you have?

FGD guide for participants that saw the video during a household visit but chose not to enrol in the cohort study / try PrEP

First impressions

1) I know it's been awhile since we visited you at home and talked to you about PrEP. Can we go around and each person share what you remembered about the time [names of outreach workers] visited you at home?
    a) What do you remember? What happened? How was your experience? What stood out to you? How did you feel?
2) Who knows something about what PrEP is and would be willing to explain, to make sure we're all on the same page?
    a) What do you understand about how it works? What are the benefits?
    b) Had you heard of PrEP before DTHF visited you at home?
    c) How did you feel when you learned there was a pill that prevents HIV?
    d) What concerns do you have about PrEP?
    e) Do you know anyone who is taking PrEP? What have they said about it?
3) What happened after they left your house?
    a) What did you do afterwards?
    b) How interested were you in finding out more? Why or why not?
    c) Did you think about coming to an education session?
        i) If yes, did you have information about where to go to find out more? What got in the way? Should we have contacted you more than two times? Did it feel like we were being too pushy?
        ii) If no, what was the main reason you didn't follow up? What was it about PrEP or being in a study that didn't appeal to you?
    d) Is getting HIV something you think about much? Did anything happen that made you think…?
        i) Did any of you decide not to learn more about PrEP because you think you probably won't get HIV?
        ii) Do you know many people that are HIV+? Has that affected your feelings about HIV prevention?
    e) How much did other people influence your decision not to find out more / use PrEP? *(Probe about partner, family, friends)*
4) What have you heard people in the community saying about PrEP? *(Probe about what prompted the stories, who shared them, etc)*
    a) How did you feel when you heard that?
    b) Have you heard any other stories?
    c) Have you heard anyone saying anything negative about PrEP?
    d) How have these stories affected your interest in taking PrEP?

Video

1) Let's talk more about the video you saw during the home visit…
    a) What do you remember about it? What stood out?
        i) Do you remember how you felt after watching it? What did you think then?
        ii) Did you talk about the video with anyone? With who and what did you discuss?

b) *After exploring what they remember about the video and whether it affected their motivation, play the 3P video to refresh their memory. Ask* participants to jot down their responses to:
   - Describe the video in one or two words
   - How did you feel, while watching the video?
   - What do you like most about the video?
   - How could it be improved?

And then discuss:

c) How would you describe the video in a word or two?
d) What stood out to you, while watching the video?
e) How did you feel?
f) What do you like most about the video?
   i) Which aspects can you relate to and why? Which aspects do you *not* relate to and why?
   ii) How well do you identify with the people in the video? (describe)

g) Is there anything you *don't* like about it and why?
h) Do you have any ideas on how to improve the ad? What would you change? Is there anything that could be added to make it more appealing?
i) Do you have any ideas about how the video could be improved?

j) Overall, is it clear? Is there anything that you did not understand or found confusing?
k) Were there any lines that seemed out of place, that didn't sound like something youth around here would say? *(Probe about language)*
l) What is the video's message? How do you feel about that message?
   i) On a scale of 1-10 rate your how much you believe the message.
   ii) Is there more people should know about PrEP?

m) What did you think of the setting? How would you describe it?
   i) How do you feel about seeing [name of community] (or even people you know) shown in a video like this?
n) What do you think of the 'look' (style) of the video? The music? The length?

o) Did the video have any impact on your interest in learning more about PrEP? Explain, if so.
p) How do you think other young women would react to this video, if they saw it?
   i) Does it 'work'? Do you think this campaign would persuade young women to find out more about PrEP? Why or why not?
q) What would happen if more people in [name of community] saw the video? Would that affect your interest in PrEP?

Print media

1) How many of you were given one of these brochures?
   a) Did you read it? What did you think of the brochure? What did you like/dislike about it?
   b) Do you recall any messages from the brochure? Did anything stand out? How did you feel after reading it?
   c) Did you give it to anyone else to read?
      i) If yes, who did you give it to? Tell me about what you discussed…
   d) Did the brochure have any impact on your desire to take PrEP? Describe, if so.

2) Did you see any posters about PrEP?
   a) Where did you see them? What do you remember about them? Do you remember how you felt when you saw it?
   b) Did they affect your interest in PrEP at all? Describe, if so.
   c) Where would be a good place in [name of community] to put more posters?

Other communication

1) Did you see anything about PrEP on social media, like Facebook?
   a) If yes, what did you see? Who shared it? How did you feel when you saw it?
   b) Did you share the post with others? Why or why not?
   c) Did you hear about our FB competition? What do you think about it?
   d) What groups / pages / platforms do you follow? *(probe about Twitter, Instagram, etc)* Where else should we share about PrEP?

2) What did you think, when you first heard the phrase *'be the generation to end HIV'?* How do those words make you feel?

3) If DTHF were to make more videos or other media about PrEP, what recommendations would you have? What should it be like? *(or, imagine that you worked for an advertising agency and wanted to tell young women about PrEP, how would you do it? What would you do to get their attention?)*
   a) What would you do to get other young women's attention? What would convince them to learn more about PrEP?
   b) What should be the message?
   c) What type of media (tv, radio, billboards, viral video etc…) should be used?
   d) Who should see it? Where should it be shown?

Recommendations

1) We'd like more young women in [name of community] to know about PrEP and consider trying it. What recommendations do you have for how we should go about spreading the word? How should we get the word out? What approach would make them interested to learn more? What advice do you have?