NOAA Baseline Heat: Focus Group Instrument

Seattle, WA

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Introduction

- Good morning, my name is _____. The purpose of this focus group is to understand your experiences with extreme heat and your thoughts on some messages about extreme heat conditions.

- (The consent form has been provided and agreed to by the participants)

- Before we begin the focus group, I need to make sure you understand your rights as a participant. First, I can assure you that all information will remain confidential and nothing you say will be attributed to you without your permission. Second, we ask to respect the privacy of other focus group members by not disclosing any content discussed during the study. Third, these focus groups will be recorded and transcribed, but we will not identify you in any way nor will your name or identity appear in our written reports or publications.

- Do you have any questions? (Answer any that are asked)

- If this is OK with you, I will start recording now (using Zoom). Recording is very important because it gives me much more accurate notes than I can take by hand. As I said in my email, the focus group will take up to approximately 90 minutes.

EXTREME HEAT EXPERIENCE

Notes to facilitator:

- No Tweet associated with this question
- Limit discussion to ~5 minutes

Let's first discuss some of your experiences with heat.

- Tell me about your last experience with extreme heat in your community?
  - What were some of the impacts/consequences?

UNDERSTANDING OF HAZARD INFORMATION

Tweet 1

Notes to facilitator:

- Allow enough time to allow people to read and digest Tweet in its entirety.
- Discussion of this Tweet should last ~10 mins.

Tweet 1 Terms: Heat advisory, humidity, heat index, apparent temperature

Now, I would like to turn your attention to a few messages.

- What are your thoughts about this message?
- What stands out to you?
- Is there anything that you find to be confusing or difficult to understand?
- What do you think about the term *heat index*?
  - What does that mean to you?
- What do you think about the term *apparent temperature* (as seen in the legend)?
  - What does that mean to you?
- [if time] What do you think about the term *heat advisory?*
  - What does that mean to you?

Tweet 2

Notes to facilitator:

- Allow enough time to allow people to read and digest Tweet in its entirety.
- Discussion of this Tweet should last ~10 mins.
- People may need to be reminded that they have already seen "heat advisory." If necessary, ask if this changes the way they think about it.

Tweet 2 Terms: Excessive heat warning, heat advisory

Now, looking at a different message

- What are your thoughts about this message?
- What stands out to you?
- Is there anything that you find to be confusing or difficult to understand?
- What do you think about the term [insert the focus term from that stimuli]?
    - What does that mean to you?

Tweet 3

- Allow *more* time for people to read and digest Tweet in its entirety.
- Discussion of this Tweet should last ~15 mins.
- People may need to be reminded that they have already seen "extreme heat warning"

Tweet 3 Terms: Major heat risk [or other categories], excessive heat warning,

Now, looking at a different message

- What are your thoughts about this message?
- What stands out to you?
- Is there anything that you find to be confusing or difficult to understand?
- What do you think about the term *Major HeatRisk?*
    - What does that mean to you?
- Is anything confusing in the legend/levels?
- How do these categories compare to extreme heat warnings or heat advisories?

Tweet 4

Notes to facilitator:

- Allow *more* time for people to read and digest Tweet in its entirety.
- Discussion of this Tweet should last ~15 mins.
- People may need to be reminded that they have already seen "heat index" "humidity" or "apparent temperature." If necessary, ask if this changes the way they think about it.
- First set of questions, graphic hidden

Tweet 4 Terms: Heat index, apparent temperature, relative humidity,

Now, looking at a different message

- What are your thoughts about this message?
- What stands out to you?
- Is there anything that you find to be confusing or difficult to understand?
- What do you think about the term [insert the focus term from that stimuli]?
    - What does that mean to you?

Show graphic only (i.e., bottom half of Tweet). Give people at least 1 minute to look at graphic

Now, looking at this graphic

- What are your thoughts about this message?
- What stands out to you?
- Is there anything that you find to be confusing or difficult to understand?
- What do you think about the term [insert the focus term from that stimuli]?
    - What does that mean to you?

Show message + graphic together. Give people at least 1 minute to look at them together.

Now, looking at this message and image together

- Do you think the information in the text and graphic match? Why or why not?

UNDERSTANDING OF HAZARD IMPACT & VULNERABILITY INFORMATION

Tweet 5

Notes to facilitator:

- Allow *more* time for people to read and digest Tweet in its entirety.
- Discussion of this Tweet should last ~15 mins.
- Last 2 questions can be cut for time.

Tweet 6 Terms: Heat wave, extreme heat, heat illness, vulnerable

Now, let's talk about a final message.

- What are your thoughts about this message?
- What stands out to you?

- Is there anything that you find to be confusing or difficult to understand?
- What do you think about the term [insert the focus term from that stimuli]?
  - What does that mean to you?
- What do you think about the names under the pictures?
- Who do you think this message is directed at?
- What is your personal understanding of how extreme heat can impact *your* health?
- Is there anyone missing from this list?

Tweet 6

Notes to facilitator:

- Allow enough time for people to read and digest Tweet in its entirety.
- Discussion of this Tweet should last ~10 mins.
- People may need to be reminded that they have already seen "excessive heat warning." If necessary, ask if this changes the way they think about it.

Tweet 6 Terms: High temperature, record temperature

Now, looking at a different message

- What are your thoughts about this message?
- What stands out to you?
- Is there anything that you find to be confusing or difficult to understand?
- What do you think about the term [insert the focus term from that stimuli]?
  - What does that mean to you?
- How do these categories compare with the previous messages?

WRAP UP

Now that we're nearing the end of our discussion….

- Is there anything else you would like to say about this topic?

End/Thanks

✓ Thank you very much for your time.