Vaccine Confidence FG Topic Guide

**Required equipment:**

| Quantity | Item                                      |
|----------|-------------------------------------------|
| 1        | white board/flip chart/large piece of paper |
| 1        | marker pen                                |
| 5        | Projection Exercise Image Set A (images 1-3), cut into 15 separate images |
| 5        | Projection Exercise Image Set B (images 1-3), cut into 15 separate images |
| 10       | pens                                       |
| 1        | Camera/phone to photograph materials and send to ORB |

**Introduction**

_Aim: introduce moderator; outline the purpose of the discussion this evening, which is to discuss their experiences of pregnancy and motherhood._

**Explain the presence and purpose of recording equipment** – We will be using an audio recorder tonight to help with note taking. My colleague is also here with us tonight and will be assisting me by writing down as much as she can.

**Confidentiality** – Everything that you say will be confidential, and anything you say today will remain anonymous. There are no right or wrong answers, I just want to hear about your personal experiences.

**Ground rules** – Set out the boundaries for decorum (e.g. mobile phones on silent) and for interaction and exchange (e.g. listening to others, no interrupting, speaking up).

**Introduction and lifestyle changes**

_Aim: to start building rapport in the group; understand personal context of participants; understand how pregnancy is affecting them/their lives_

Let’s go around the circle: tell us your name and a bit about yourself and how you’re feeling today
- (name, family situation, other children, work, etc.)
- Stage of pregnancy (weeks)
- First pregnancy or not?

And what changes, if any, have you made to your lifestyle or daily routine since you found out you were pregnant?
- Diet - anything you have stopped/started eating/drinking?
- Hobbies/activities – stopped doing anything? Started anything new?
- IF YES: What motivated you to make these changes?
- IF NO: Have you considered making any changes you then decided against? If so, why?
Health and Pregnancy

Aim: to understand views/fears around health and medicine during pregnancy, trust in doctors/medical professionals, sources of information on health matters

Projection Exercise 1

DIVIDE GROUP INTO PAIRS
GIVE EACH PAIR:
• 2 Pens
• 1 set of Projection Exercise Image Set A (cut into separate pieces, so each pair has one copy of each of the three images, 1-3)

I’d like you to look at these three images one at a time, and think about what is happening in each scene.

• What are the people in the picture saying?
• What are they thinking?

Discuss in your pairs and write what you think should go in the speech and thought bubbles.

STARTING WITH IMAGE 1, GO AROUND THE GROUP ASKING EACH PAIR TO EXPLAIN WHAT THEY HAVE WRITTEN IN AND WHY. PROBE FOR REASONS – POSITIVE AND NEGATIVE.

REPEAT FOR ALL THREE IMAGES (SAY NUMBER AT START OF EACH DISCUSSION).

• Image 1: Is there a difference between what she is saying, and what she is thinking? Why might that be?
• Image 2: What might she be going to the hospital for? Would she feel differently if she is going for something different? Why?
• Image 3: What might they be talking about? Would they be thinking about something else that they don’t want to say? Why might that be?

COLLECT COMPLETED SHEETS – PHOTOGRAPH AFTER GROUPS AND SEND TO ORB.

Discussion

Everyone here is using some kind of antenatal services. What kinds of services are you using?

PROBE FOR:
• Locations (hospitals, health centres, other)
• Providers (doctors, nurses, midwives, others)
• Public or private
• Quality – high or low
I’d like to talk a bit about the different health questions and issues that pregnant women might experience.

- What kind of questions have you/other pregnant women you know had about health in pregnancy?
- Where do you go if you have a health question? (*PROBE for specific people, medical professionals or other; websites, social media*)
  - Is this different compared to before you were pregnant?

- When you have to make decisions regarding your health during pregnancy, is anyone else involved in helping you make that decision? (*PROBE: trust in each source*)
  - Partner/family?
  - Friends?
  - Other people in similar situations – e.g. other mothers – either in person or online (social media, WhatsApp groups, forums etc.)
  - Other people you respect e.g. religious/community leaders?
  - Your doctor/nurse/pharmacist/other health professional?

**Vaccines**

*Aim: to understand perceptions of vaccines; feelings/fears around vaccines - during pregnancy and otherwise*

**Whiteboard Exercise**

Now I’d like to talk a bit about vaccines. Let’s start with a general question – what is a vaccine? What words come to mind when you think of it?

*Moderator to write down group suggestions of words/phrases on white board/flip chart/large paper for group to see.*

*PROBE FOR:*
- What does the vaccine do/what is it for?
- How does the idea of a vaccine make you feel?
- Where do you hear about vaccines?

**Projection Exercise 2**

Now I’d like us to do the same exercise as before with some new images. Again, look at them one at a time, and decide in your pairs what the people are thinking and saying in these scenes.

*Give each pair:*
- 2 Pens
- 1 set of Projection Exercise Image Set B (cut into separate pieces, so each pair has one copy of each of the three images, 4-6)
STARTING WITH IMAGE 4, GO AROUND THE GROUP ASKING EACH PAIR TO EXPLAIN WHAT THEY HAVE WRITTEN IN AND WHY. PROBE FOR REASONS – POSITIVE AND NEGATIVE.

REPEAT FOR ALL THREE IMAGES (SAY NUMBER AT START OF EACH DISCUSSION).

- **All images**: Probe for specific concerns/fears of vaccines (don’t accept: ‘I worry they aren’t safe’)
- **Image 4**: Who is the person on the right? What kind of things would they be saying? And what is the other person thinking? Why might that be?
- **Image 5**: What kind of things would the doctor be saying here? And what is the woman thinking? How might her feelings be different to the person in Image 4?
- **Image 6**: What kind of things would the doctor be saying here? And what is the woman thinking? How might her feelings be different to the person in Image 4? And what about the woman in image 5?

**COLLECT COMPLETED SHEETS – PHOTOGRAPH AFTER GROUPS AND SEND TO ORB.**

How do you feel about vaccination in general? Before you were pregnant, had you had any vaccines?
- IF YES: Would you mind telling us why you decided to have them?
- IF NO: Would you mind telling us why you decided not to have them?

I am going to say some words or phrases that some people have used to describe vaccines. For each one, I’d like us to think about:
- Why might someone use this word to describe vaccines?
- Why might somebody not use that word to describe vaccines?

**GO THROUGH LIST. FOR EACH PROBE FOR WHY SOMEONE MIGHT OR MIGHT NOT USE THIS WORD TO DESCRIBE VACCINES**

- Safe
- Effective
- Important
- Compatible with my religious/cultural beliefs

IF PARTICIPANT MENTIONS CONCERNS REGARDING SAFETY OF VACCINES: Can you tell me more about that? What specific safety concerns might people have?

And what about getting vaccinated during pregnancy? Do you think people might feel differently about that?
- IF YES: Why do you think someone might feel differently about it?
Are you aware of any vaccines that are available to women during pregnancy?
  o Have you heard of any of the following? Did you know they are given to women during pregnancy?
    ▪ Influenza/Flu *(recommended for all women)*
    ▪ Pertussis/Whooping cough (also known as DTap/Tdap) – *(recommended in some countries)*
    ▪ Tetanus – *(recommended if not received all childhood doses)*
    ▪ Hepatitis – *(recommended to women at risk)*

Some women receive vaccinations during pregnancy, and some don’t.
  • Why do you think some women choose to receive vaccines while pregnant?
    o PROBE for specific benefits/reasons – for mother, for child, for others
  • Why do you think some women choose not to receive vaccines while pregnant?
    o PROBE for specific reasons – for mother, for child, for others

  • Who else might be involved in making the decision about whether or not a pregnant woman receives a vaccine? *(Doctor, nurse, partner, mother, etc.)*

Have any of you been contacted during your current pregnancy about receiving a vaccine? Have you been recommended to receive a vaccine?
  • If YES: Who made this recommendation? *(Probe for letter/text reminder/ other online communication e.g. direct message on social media or other online platform)*
  • What were your initial thoughts on getting vaccinated while pregnant?
  • What information were you given? What did you think of it? Would you have preferred to receive more information?

Can you think of anything that might make women more likely to consider getting vaccinated in a future pregnancy?
  o Convenience/access: If it was easier to get an appointment/visit the doctor/ if they did home visits
  o Confidence: If you could be more confident of the benefits/fewer risks
  o Trust: If it was recommended by someone you trust
  o Protection: If you felt it offered protection against a disease you were worried about contracting

**Wrap Up**

**10 mins**

What did you enjoy about the group today?

Did you learn anything new?

Is there anything we haven’t discussed so far today that you would like to talk about?
Thank the participants, ask if they have any questions, and provide contact details for the research team if requested.

MODERATOR TO PHOTOGRAPH WHITEBOARD. SEND PHOTOGRAPHS OF WHITEBOARD AND IMAGE SHEETS TO ORB.