

SEED Method Toolkit: Topic Group Examples

Included examples:

- Topic group recruitment flyer
- Topic group meeting schedule example
- Topic group example meeting agendas and materials, including:
 - Kickoff presentation example
 - Facilitation questions for discussing focus group and key informant interview findings

Topic Group #1: Meeting Schedule and Agenda

Meeting Date	Meeting Time	Meeting Location	Agenda
Friday May 29	10-11:30 AM	Community Center	Introductory meeting: Purpose, goals, methods, schedule of activities
Friday June 12	10-11:30 AM	Community Center	Review health/demographic information, Resources document; discuss focus group/interview planning
Friday June 26	10-11:30 AM	Community Center	Review and discuss interview/focus group findings (Research Team presents)
Friday July 10	10-11:30 AM	Community Center	Review and discuss interview/focus group findings (Research Team presents); Path diagram training
Friday July 17	10 AM - 1:30 PM	Community Center	Facilitated exercise #1: Conceptual modeling
Friday July 31	10 AM - 1:30 PM	Community Center	Facilitated exercise #2: Generating research questions
Friday Aug. 14	10 AM - 1:30 PM	Community Center	Facilitated exercise #3: Prioritizing research questions

Total Time Commitment: 16.5 hours

Other optional activities:

- **Focus groups:** June 8, 2015 - June 22, 2015
- **Presentations/Other dissemination activities:** September - November 2015



Stakeholder Meeting #1

AGENDA

Friday May 29

2:00 p.m. – 3:30 p.m.

Location: Community Center

- 2:00-2:10 Engaging Richmond Introductions and logistics**
- Sign-in, name tag, snacks, restrooms
- 2:10-2:30 Informed Consent**
- Go through and sign consent form
- 2:30-2:45 Group Introductions and Icebreaker**
- When you think of diabetes or high blood pressure, what one thing comes to mind?
- 2:45-3:15 Kickoff Presentation**
- 3:15-3:25 Project Logistics**
- Schedule of activities and upcoming meetings
 - Contact information
 - Food for meetings
- Open discussion (if time permits)**
- 3:25-3:30 SEED ID/Personal Information Questionnaire**

Next Meeting: Friday June 12th, 2-3:30PM (Community Center)

Kickoff Meeting

The SEED Method for Stakeholder
Engagement in Question Development



Today's goals

- Learn about the purpose of this project
- Learn about the goals of this project
- Learn about project activities and the group's role

When you think of **research**, what do you think of?

Who do you think decides what to research?

Stakeholder input

Stakeholders (like patients and health care workers) are **unlikely to have much say in what gets funded and researched.**

What is a stakeholder?

Stakeholders have **an interest** in what happens in any project, initiative, policy, organization, etc.

- That is, what happens, how it happens, and the results *matter* to them.

Who do you think has an interest in health research?

What interests do stakeholders have in health research?

- Causes and risk factors of the disease
- Screening, detection and diagnosis
- Prevention
- Treatments and health care delivery
- Services
- Barriers to diagnosis, services, treatment
- Access to information and education
- Decision making and advocacy
- Technology
- Improve population outcomes
- Eliminating disparities
- Financing and regulation
- Ethics



What is Patient-Centered Outcomes Research (PCOR)?

PCOR helps people and their caregivers to communicate and make informed health decisions, **allowing their voices to be heard**. It focusing on health topics that people notice and care about.

EXAMPLE



Project Goals

Develop a set of recommended **research questions** from patients, caregivers, health care providers and other stakeholders in Richmond, VA **on diet compliance for hypertension and diabetes**

Project Goals

- Conduct a **demonstration** of the SEED method to test the value and feasibility of the process
- **Disseminate** the final research agenda

Why are we here?

We are interested in your **lived experience, expertise, and knowledge** on the challenges of following a specific diet for diabetes or high blood pressure!

We have a total of 3 groups of people with experience with either diabetes or high blood pressure.



Who is involved?

- **Research Team**

- Emily Zimmerman (Principal Investigator)
- Sarah Cook (Project Coordinator)
- Engaging Richmond Members

- **Stakeholders**

- 3 groups of people with experience with diabetes or hypertension
- Engaging Richmond Facilitators
 - Wed. Evening:
 - Fri. Morning:
 - Fri. Afternoon:



Group Activities: What we will be doing

1. Learn more about the experiences of others with diabetes/hypertension and following their recommended diet.
2. Talk about your own experience with the recommended diet.
3. Participate in a series of meetings to talk about what might make following the recommended diet hard or easy.
4. Develop questions based on what the group has learned from each others' experiences and knowledge.



Questions?

EXAMPLE

Project Logistics

- Total of **7 meetings**
- Meetings 1-4 (1.5 hours long)
Refreshments provided
- Meetings 5-7 (3.5 hours long)
Meals provided
- **Stipend: \$250** (Paid in \$50 installments after Meeting #2, 3, 5, 6, 7)

Other Discussion Questions (Friday)

- Do your eating habits differ from the recommended diet?
- Is it difficult to buy or prepare the right foods?
- Do you believe the recommended diet will help improve the health of someone with diabetes or hypertension?

Other Discussion Questions (Wednesday)

- How do patients' eating habits differ from the recommended diet?
- What are the barriers to patients buying (or preparing) the right foods?
- How well do patients understand the consequences of not following the recommended diet?



Stakeholder Meeting #2

AGENDA

Friday June 12

2:00 p.m. – 3:30 p.m.

Location: Community Center

2:00-2:10 Welcome, Icebreaker, and Recap

- Sign-in
- Weather report
- Recap from last week

2:10-2:30 Diabetes/Hypertension Document

- Review document and discuss

2:30-3:10 Who has Diabetes/Hypertension?

- Review Demographics document and discuss

3:10-3:25 Community Resources - Brainstorm

3:25-3:30 Logistics: Payment

Next Meeting: Friday June 26th, 2-3:30PM (Community Center)



Stakeholder Meeting #3

AGENDA

Friday June 26th
2:00 p.m. – 3:30 p.m.
Location: Community Center

2:00-2:10 **Welcome, Icebreaker, and Recap**

- Sign-in
- Weather report
- Recap from last week

2:10-3:25 **Focus Group/Interview Findings**

3:25-3:30 **Logistics: Payment**

Next Meeting: Friday July 10th, 2-3:30PM (Community Center)

Facilitation Questions for Discussing Interview and Focus Group Findings

What are some unexpected themes that came up?

In what areas did respondents express differing opinions or experiences?

What do you think are some of the causes of those differences? (Probe: different contexts, different values or ways of interpreting things?)

Were there themes with a lot of consensus among participants?

If yes, why do you think that is?

Do certain themes seem to vary by *condition* (diabetes v. hypertension), or *age*?

What aspects of the socio-ecological model get touched on most?

What aspects weren't discussed much but might be important to dietary compliance?





Stakeholder Meeting #4

AGENDA

Friday July 10th
2:00 p.m. – 3:30 p.m.
Location: Community Center

2:00-2:10

Welcome, Icebreaker, and Recap

- Sign-in
- Weather report
- Recap from last week

2:10-3:15

Conceptual Model Training/Practice Creating Model

3:15-3:25

Group Readiness Questionnaire

- Pass out SEED ID Number document
- Complete Group Readiness Assessment

3:25-3:30

Project Logistics and Meal Preferences

- Next three meetings: Longer!
- Meal preferences for next three meetings
- Next Payment: Next meeting (#5)

Upcoming Meetings:

- Friday July 17th 2PM-5:30PM (Community Center)
- Friday July 31st 2PM-5:30PM (Community Center)
- Friday August 14th 2PM-5:30PM (Community Center)



Stakeholder Meeting #5

AGENDA

Friday July 17th
2:00 p.m. – 5:30 p.m.
Location: Community Center

2:00-2:10

Welcome, Icebreaker, and Recap

- Sign-in
- Introduce Emily and Engaging Richmond members
- Weather report
- Recap from last week – Path diagram training

2:10-3:30

Part I: Identifying factors affecting the health outcome (80 min)

- Brainstorm factors, use domain list, highlight, fill-in
- Create final list of factors (stickies)

3:30-3:45

Break/Lunch

3:45-5:25

Part II: Modeling the health outcome (100 min)

- Use final list of factors (stickies) to create diagram

5:25-5:30

Project Logistics and Payment

- Next meeting: Friday July 31st (2PM-5:30PM)
- Payment

*******AFTER ACTION REVIEW*******

Upcoming Meetings:

- Friday July 31st 2PM-5:30PM (Community Center)
- Friday August 14th 2PM-5:30PM (Community Center)



Stakeholder Meeting #6

AGENDA

Friday August 31st

2:00 p.m. – 5:30 p.m.

Location: Community Center

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|------------------|--|
| 2:00-2:10 | Welcome, Icebreaker, and Recap <ul style="list-style-type: none"> • Sign-in • Weather report • Recap from last week – Developing Conceptual models |
| 2:10-3:05 | Part I: Review of Models (55 minutes) |
| 3:05-3:35 | Part II: Training on Research Questions (30 minutes) |
| 3:35-3:50 | Break/Lunch (15 minutes) |
| 3:50-4:20 | Part III: Question Development (30 minutes) |
| 4:20-5:10 | Part IV: Listing Questions (50 minutes) |
| 5:10-5:20 | Facilitated Activity Satisfaction Questionnaire |
| 5:20-5:30 | Project Logistics and Payment <ul style="list-style-type: none"> • Next meeting: Friday August 14th (2PM-5:30PM) • Payment |

Upcoming Meetings:

- Friday August 14th 2PM-5:30PM (Community Center)



Stakeholder Meeting #7

AGENDA

Friday August 14th

2:00 p.m. – 5:30 p.m.

Location: Community Center

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|------------------|---|
| 2:00-2:10 | Welcome, Icebreaker, and Recap <ul style="list-style-type: none"> • Sign-in • Weather report • Recap from last week – Developing Research Questions |
| 2:10-2:20 | Debrief on last meeting: developing research questions |
| 2:20-3:30 | Part I: Prioritization (70 minutes) <ul style="list-style-type: none"> • Listing and discussing questions • Voting on questions |
| 3:30-3:50 | Break/Lunch (20 minutes) |
| 3:50-5:00 | Part II: Patient-Centeredness (70 minutes) |
| 5:00-5:05 | Wrap-up, thank you, and future events <ul style="list-style-type: none"> • Certificates |
| 5:05-5:25 | Evaluation Questionnaires <ul style="list-style-type: none"> • Facilitated Activity Satisfaction Questionnaire • End of project Questionnaire |
| 5:25-5:30 | Payment |