

GUY2GUY PHASE TWO CONTENT ADVISORY TEAM 1: ONLINE DISCUSSION GUIDE SEXUALLY INEXPERIENCED GROUP

[Note: This is a template. Questions will evolve based on the content of the discussions.]

Main Goal, Day 1: Confirm tone and content of healthy sexuality and HIV prevention messages
Main Goal, Day 2: Collect ideas for G2Genie messages

Day 1: General G2G Questions

Welcome to our online discussion!

Our names are Zach and Brian and we will be moderating the session over the next 1.5 days. We will be asking you your thoughts about the text message program content that you reviewed last week. We also would like your feedback on a few other parts of the G2G intervention that we are developing.

You are all young men who identify as gay, bisexual, or queer. There are about 10 of you. We anticipate a lively discussion and look forward to hearing your feedback!

First, thank you all for the fantastic and helpful feedback that you already gave us about the text messages. Your ideas are really important in helping us make something that will work for other guys like you.

Second, let's go through some logistics. Here is how the next couple of days will go:

1. Each day, two sets of questions will be posted: one in the morning (technically, we'll post them around 11pm the night before so they're there waiting for you in the morning); and the other at 12 noon Eastern time. You all are from across the United States so please note that this might be a different time where you live.
2. Please look at the entire list of topics for the day. Please answer every question. You can do this using the blue "REPLY TO THREAD" button located in the left corners. Posts you still need to read will be bold and blue. To reply to other people's remarks, please use the "REPLY WITH QUOTE" button just below the comment you are responding to.

3. Please drop by and check this Board at least twice per day (more if you want to!). We will be reading your posts and clarifying things. We might also have some follow-up questions for you. We may also ask follow-up questions of the whole group so please read through older threads for those questions as you can.

If you have any problems at all with using this Board, or have questions, please let us know or contact the technical help line at: help@projectg2g.com.

Please answer questions using the blue "REPLY TO THREAD" button located in the left corners. To reply to other people's remarks, please use the "REPLY WITH QUOTE" button just below the comment you are responding to.

Day 1, Session 1**Let's break the ice!**

Before we get into a discussion about your thoughts on the G2G program content, let's start with something general to get to know each other a bit: Tell us your best joke!

Overall feedback about the text messages

Now, let's talk about your overall thoughts about the text message content that you read last week.

1. Do you think we got the tone right (do the messages speak to *you*, or do they come off as lecturing? Do they ring true to *your* experience or do they miss the mark a bit)? Was the information clear?
2. What's one suggestion for how to make the messages even better? And, of course, please share any other thoughts you might have:

Specific messages for your feedback: HIV information

Now let's look at some actual text messages together so that you can share your specific ideas. Here's a message from the week about HIV information:

- You can get HIV through sex. You probably know this, but just to be clear, "sex" is many things: Oral sex is when the mouth stimulates the penis, anus, or vagina. Anal sex is when a penis goes into an anus. Vaginal sex is when a penis goes into a vagina.
1. What is your overall reaction to this message? Do you like it, love it, hate it? Don't be afraid to tell us the truth – remember, we want to make this program useful for guys just like you!
 2. How does the message sound to you? Does it sound useful and inclusive? Or do you feel like it's talking down to you or telling you something obvious? Use your own words to tell us what you think of the wording and tone of this message.
 3. How would you feel if someone read this message on your phone?

Specific messages for your feedback: Waiting to have sex

Here's a text message about challenges related to waiting to have sex:

- If you're with someone and you think he might be the one, ask yourself: Are you clear about the reasons why you want to have sex? Are the reasons more about you and the relationship (you want to have sex to show your affection, move the relationship to another level, etc.) than about him (you're feeling pressured and you want to keep him happy).

1. What is your overall reaction to this message? Do you like it, love it, hate it? Don't be afraid to tell us the truth – remember, we want to make this program useful for guys just like you!
2. How does the message sound to you? When you read it – do you feel like it's supportive and inspiring? Or do you feel "talked at" or lectured to instead? Is it annoying or helpful and interesting? Use your own words to tell us what you think of the wording and tone of this message.
3. Is the information in this message meaningful to you? Does it speak to real problems or challenges that you and your friends think about or experience? Does it tell you something you want to know in a way you want to hear it?
4. How much does this message speak to the kinds challenges you might face in trying to practice safe sex, or to not have sex?

That's it for this morning. Thanks for your time so far...you're doing a great job. Please log on again this afternoon any time after 12:00 Noon EST for the afternoon session.

Day 1, Session 2**Welcome back! Instructions for this afternoon**

Welcome back! Thanks for all of your great feedback this morning.

We may have asked you additional questions on this morning's boards so please take a few minutes now to do a quick look through to see if there's something in there for you.

And, please feel free to “talk” with others in the group about their comments and examples! Share your reaction to their comments or add any new ideas that their answers may prompt. Your involvement is important for the success of the research – it ensures we have better, more meaningful conversations.

Let's get started with this afternoon's questions....

Specific messages for your feedback: Motivation to have and use condoms

Here is a text message about the importance of having condoms so that you are able to use them when you're ready to have sex.

- So, first step: get condoms. Now. No need to wait until you think you're going to get lucky. If you don't have a stash already: go to the store, go online, do what you got to do to get condoms in your hand today.
1. What is your overall reaction to this message? Do you like it, love it, hate it?
 2. How does the message sound to you? When you read it – do you feel like it's supportive and inspiring? Or do you feel “talked at” or lectured to instead? Is it annoying or helpful and interesting?
 3. Why would it be possible for you to act on what the message is saying, or not?
 4. How much does this message speak to the kinds of challenges you face or think about when it comes to making condoms a part of your life?

Specific messages for your feedback: Communication

Here is an example messages about communication:

- Have a serious conversation about condoms. So maybe something like: “I really like you. It's important to me that we do the healthy thing for both of us and use condoms when we have sex. Every time.” It's a serious topic so have a serious conversation.
1. What is your overall reaction to this message? Do you like it, love it, hate it?
 2. How does the message sound to you? When you read it – do you feel like it's supportive and inspiring? Or do you feel “talked at” or lectured to instead? Is it annoying or helpful and interesting? Use your own words to tell us what you think of the wording and tone of this message.

3. Is the information in this message meaningful to you? Does it tell you something you want to know in a way you want to hear it?
4. Why would it be possible for you to act on what the message is saying, or not?
5. How much does this message speak to the kinds challenges you think you might face in trying to have a healthy sexual relationship with your partner?

Specific messages for your feedback: Healthy relationships

Finally, here are two messages in the section about healthy relationships:

- Some guys don't really know what they want in a partner yet. Maybe they're just starting to come out and things are a bit complicated right now. Or maybe, they're out but haven't found the "right guy".
- Imagine that you and the guy you've been dating decide to start having oral sex and make out with other people - but you don't feel comfortable talking about it. Would this meet your emotional, sexual, and health needs?

1. What is your overall reaction to these messages? Do you like them, love them, hate them?
2. How do the messages sound to you? When you read it – do you feel like they're supportive and inspiring? Or do you feel "talked at" or lectured to instead? Are they annoying or helpful and interesting? Use your own words to tell us what you think.
3. Is the information meaningful to you? Does it speak to real concerns and issues that you and your friends think about? Does it tell you something you want to know in a way you want to hear it?
4. How much do these messages speak to the kinds challenges you might face in making health sexual decisions?

Write your own text messages

Now that you've given us some feedback about the text messages that *we've* written, we want to read what you would write!

Try your hand at it - write at least 3 separate text messages that are the kind of messages you would send to a young guy like you who was in a healthy sexuality program like the one we are developing.

That is all of our questions for today. If you have answered them all, please remember to check back later to see if we have further questions for you or to comment on other people's responses.

Tomorrow's questions will be online tonight by 11pm EST, so we'll "see" you then!

Follow-up question

Some of you said that the messages from the first two days sounded a little “robotic.” Especially when we were sending out instructions about how the program works. Can you give us some suggestions for how to start the intervention to make it more engaging (how to draw you in) or so that the messages sound less robotic?

Day 2, Session 1**Welcome back! Instructions for this morning.**

Welcome back! Glad to have you checking back in. Yesterday was great. We are getting fantastic information and appreciate your detail.

Please be sure to go to the sections from yesterday and check to see if there are posts you missed.

Also, we have asked additional questions of some of you on yesterday's boards so take a quick look to see if there's something there for you. And, feel free to ask others what they mean or ask for ideas and clarification.

Now, on to today's questions!

Text Buddies

Now let's talk about "Text Buddies". These are messages that we'll be sending to guys in the beginning of the program to tell them about the Text Buddy feature.

- We've paired you with another guy going through G2G. We hope you and your "buddy" get along well - and we hope that you'll find that talking to someone about what you're experiencing makes G2G even better.
 - A few things to know: include the word "buddy" in every message that you send to your buddy so that the software program knows that's who you're meaning to text. And, if you have any questions or concerns about the buddy program, text Tonya at: [insert phone number]
 - To get the ball rolling, we can send an intro text to your buddy for you. Or you can get started yourself (maybe text your favorite joke - laughter is always a good way to start). Text me back and let me know if you'd like me to help with an intro text.
 - For those who want help: Hey buddy - it's [name]. Pleased to text-meet you :). How is your first day of G2G going? Remember to include the word "Buddy" when you text back.
1. Based upon these messages, how do you see the Text Buddy feature working?
 2. What do you find confusing about the Text Buddy? What questions do you have about the Text Buddy after reading these messages?

More about Text Buddies

Ok, just to make sure we're all on the same page: Guys will be matched with another guy in the intervention to text back and forth with. Buddies will not know each other in person and will be from different parts of the United States. To protect everyone's privacy, we will run all of the text messages through our system so that no one has someone else's phone number without permission. The idea is for the two to provide support to each other and talk about the things that they are learning in the program.

How could we change the introduction messages so that the Text Buddy feature is clearer?

Talking to Your Text Buddies

Here are different examples of when we suggest in the program that the participant text his Text Buddy:

- Knowing what you want and how to talk about it can make things more fun for you and your boyfriend! And it can save you from finding yourself in a situation that you're not ready for.
 - So, text your buddy and practice coming up with ways to say 'I use condoms' to a potential sexual partner. Send him at least one serious and one funny message (that you would actually use).
 - What's your advice on keeping a relationship happy? Text it to your text buddy.
1. What is your reaction to the suggestion that you text your buddy to talk about these issues?
 2. How likely do you think you would be to actually text him?

Points and levels

Great! Now let's talk about the part of the program where you 'Level up' by answering questions correctly. Here are a couple of examples:

- Ok, you've had a week of information packed into your brain. This question is to move you to the next level: what are the two things you can do to make anal sex more fun (and reduce your risk for HIV and other sexually transmitted infections)?
 - This is for the next level: how often do you need to get tested for HIV?
1. Does the idea of being able to earn points and move up through levels make the G2G program more interesting?

2. Right now, it is set up so that participants need to answer about one question a week correctly to move up to the next Level. Another way to 'Level up' could be to have a point threshold that participants would need to earn each week. So, for example, you would need to earn 50 points each week to move on to the next Level. Each question would be worth 10 points, and you would need to answer at least five questions correctly each week correctly to move to the next Level. Which of these two options do you think would be more fun?
3. Do you think that having the chance to earn points and moving up Levels is something you would find fun and motivating or would it just feel too much like school? Tell us how you would improve this to make it better!

Badges

Participants can earn Badges by making certain strides in healthy sexual behaviors. So, for example, if you are able to get condoms, you earn the Purveyor of Condoms badge. If you are able to bring condoms with you when you go out at night, you earn the Ready Man badge.

1. What are your thoughts about the Badge idea?
2. How does the possibility of earning a Badge make it more likely that you will actually try to do the behavior we're suggesting (e.g., going to buy condoms)? Less likely? Not affect it at all?
3. Are there other ways aside from Badges that we could encourage guys to try out healthy sexual behaviors?

Day 2, Session 2**Welcome back! Instructions for this afternoon.**

Welcome back! Thanks for all of your great feedback this morning.

We may have asked you additional questions on this morning's boards so please take a few minutes now to do a quick look through to see if there's something in there for you.

Now, on to today's final set of questions!

G2Genie

People who are going through the program will have access to a feature we are calling "G2Genie". You can text G2Genie a question you might have about sex, sexually transmitted infections, relationships – anything you want to know related to making healthy sexual decisions. You will receive a message back that answers your question (kind of like Siri!).

We need your help imagining the types of questions that guys like you might ask G2Genie. If you could write at least 5 different questions you would ask G2Genie as you were going through the program and receiving the text messages that you read last week, that would be really helpful.

Help Choose the G2G Logo

We need a logo for G2G and we'd love to get your feedback on two ideas we have. Please look at each one and share your reactions. We'd like to know:

1. Which one is your favorite overall (A or B)?
2. What do you like about the one you chose?
3. What do you dislike about the one that is your second choice?

Please share any other details or thoughts you have about the logos as well.

Share your suggestions

1. Now that you have had a chance to read all of the text message content, what would be one suggestion that you think we should consider to make the messages / experience better?
2. What are some things that are missing from the text messages that you think are useful or important for you to hear?
3. And what is one thing (if any) that you really liked about the content that we should keep / not change?

Share your feedback about this focus group!

Ok, one last set of questions:

1. In order for us to hear feedback from you about the text messages for this program, each of you received the messages through email. Some of you got the messages all at once, and some of you got the messages bit by bit, each day.
2. What was your experience reviewing these messages? Please share which way you received the messages and whether it worked well for you, or if you would have preferred another way.

Thank you so much! We've had such a great experience talking with all of you. I'm sad to say our discussion is complete.

You have been great and we appreciate the time and effort you put into the discussion over the last few days. As a last request please take one final look over all the sections to make sure you didn't miss any postings and to see if there are other comments you'd like to respond to. We'll leave these Boards up through tomorrow so that you have enough time.

If you have participated fully and answered all the questions, you will receive your incentive in a few days' time.

Thank you!