

Appendix A

Discussion guide

Introduction

- Thank for coming along
- Introduction to social research / group discussions
- Facilitator's role: to raise topics and issues and then for you to tell me what you think
- No right or wrong answers, your opinion that counts. Please be honest
- GROUPS:
 - Group rules: one person speaks at a time / feel free to disagree
 - Audio &/or video taping, mirror. Reassure confidentiality, anonymity
 - Session will take up to 2 hours
 - Hand out incentives (sign and check contents of envelope)
 - Refreshments, toilet facilities, please turn off mobile phones
 - [PARENTS:] During discussion, please think about [oldest child aged between 2 and 5 years/child or children of primary school age]
 - Participants introduce themselves
- DEPTHS:
 - Audio-taping. Reassure confidentiality, anonymity
 - Session will take up to 45 minutes
 - [FACE-TO-FACE:] Hand out incentives (sign and check contents of envelope)
 - [PHONE:] Record postal address for mailing incentive
 - [PARENTS:] During discussion, please think about [oldest child aged between 2 and 5 years/child or children of primary school age]

[Note where questions specifically for young people/parents/older people/those who have had skin cancer removed]

Issue salience

- *[Brainstorm:]* Briefly, what are the main things you consider to be health issues for people like yourselves? *(Note any mention of skin cancer/sun protection)*
- Compared to other health issues you've mentioned, how concerned are you about protecting your / your children's skin from the effects of the sun? Why is that?

Knowledge, attitudes and behaviour

(a) Tanning

Notepad exercise

- 1) What words and images come to mind when you think about a suntan?
- Discuss notepad responses.

- Is it good to have a tan? Why/why not?
 - Do any of your friends or other people you know try to get a tan? Why do you think they do this? *(Note whether media portrayal is mentioned.)*
 - *[YOUNG PEOPLE / ADULTS]* Have you ever deliberately tried to get a tan? How? Why/why not?
 - Discussion of magazine images.
 - Out of these images, which do you think has the most attractive skin tone? Do you think that level of tan is safe? If not, which one is?
 - To what extent is tanning safe? *[FOR PARENTS]* How safe is it for children to tan? What about developing a gradual tan without burning? Do you think that having a tan gives someone more protection from the sun?
 - Have you ever visited a solarium or used a sunbed? *Explore perceptions.*
- (b) Risks and sunburn
- What is UV or ultra violet exposure? How much exposure does someone get when it's cloudy, compared to when it's sunny? Have you noticed the UV index in the daily weather reports?
 - What are the reasons you try to protect your/your children's skin from UV exposure? What motivates you? *(Assess role of past experiences with sunburn vs future skin cancer risk).*
 - What are the risks of UV exposure? *(Explore knowledge of short and long-term harm/consequences.)*
 - Is a little bit of sun exposure okay? How long would someone need to be exposed to the sun for them to harm themselves?
 - *[PARENTS:]* Are children more or less at risk of damage from the sun than adults? Why?
 - How often do you/your children get sunburnt?
 - Under what sort of circumstances you/your children tend to get burnt?
 - What parts of your/your children's body tend to burn?
 - Tell me about a time when you/your children got sunburnt. What things led to you/your children getting burnt? What did you do? How did it make you feel?
- (c) Skin cancer
- As far as you know, what things increase one's chances of developing skin cancer? Explore.

- How likely do you think it is that you will develop skin cancer at some stage in your life? Why is that? [PARENTS:] What about your children? (*Probe on reasons for any difference*).
 - What do you know about different types of skin cancer? What ones have you heard of? Can you tell me more about that?
 - How severe do you think skin cancer is? Why do you say that? What might be the consequences of having skin cancer? How common would these things be for people who develop skin cancer?
 - How might you check for signs of skin cancer? Have you ever done this? Why/why not? How often?
 - What things might stop you from regularly checking your skin for signs of skin cancer? What might encourage you or make it easier for you to check your skin? [*Probe fully - eg perceived control and self efficacy*]
 - To your knowledge, can skin cancer be treated? What treatment options have you heard of? Can you tell me more about that? In your view, how successful are these treatments likely to be?
 - Where have you learned these things about sun protection and the effects of sun exposure?
- (d) Sun protection
- What sorts of things can someone do to protect their own / their children's skin from the sun?
 - Which things do you use to protect your / your children's skin? When do you believe sun protection is necessary/unnecessary? *Probe incidental exposure e.g. driving, walking to shops.* Under what circumstances do you do more/less to protect your / your children's skin from the sun? (*Explore seasonal variations, cloudy days, different times of the day, whether in shade.*) Why?
 - [PARENTS:] Who normally undertakes measures to protect your children from the sun? (*Probe on roles of: you/partner, school/childcare, children themselves - at what age?*) Why?
 - [PARENTS] To what extent do you think what you do to protect yourself from the sun influences your children's behaviour?

Card sort exercise 1

- Task undertaken while moderator absent from room. Ask participants to work together (in two separate groups, where possible) to order or rank sets of cards in terms of:
 - (a) the amount of protection they provide for your/your children's skin, and then

(b) how easy/convenient they are to use or do (for self and/or child)

Participants must also explain why they've ordered the cards this way.

LIST:

- applying SPF 30+ sunscreen
 - wearing protective clothing that covers the skin
 - wearing a broad brimmed hat or legionnaire-style cap
 - staying in the shade
 - reducing time spent outdoors
 - avoiding the sun during peak UVR times (11am to 3pm DST, 10am to 2pm EST).
- [*Discuss card sort responses:*]
 - *Probe knowledge/beliefs about relative protection and ease of use.*
 - Are any of these measures adequate/inadequate on their own? What is the most effective combination?
 - To what extent do you think males and females differ in terms of their attitudes towards sun protection, or the extent to which they protect themselves from the sun? Why do you think that is? (*eg willingness to protect skin, preferred measures*)
 - How much do you think skin type influences the need to protect one's skin? (*Explore perceptions of self vs others*).
 - How should sunscreen be used so that it provides the maximum amount of protection? [*Probe:*]
 - When to apply?
 - How much to apply? (eg ml, what size in palm)
 - How much should it be rubbed in? Does it matter if it's rubbed in or not? Why?
 - What SPF is adequate? What level of SPF do you like to use? Why?
 - Need to reapply and frequency? (eg every 2 hours, after swimming/activity)
 - How harmful is sunlight that comes through clothes? [*Probe: Are all fabrics equally protective?*]
 - Do you think you do enough to protect your / your children's skin from UV exposure? Why do you say that? In your view, what else could you do? (*eg use same measures more frequently, or additional measures?*)
 - What sorts of things make it difficult for you to protect your/your children's skin from UV exposure? [*FOR PARENTS*] How much control do you feel you have?

[FOR ALL] Anything that would make it easier?

- Do you feel that you know enough about sun protection to protect your /your children's skin? What other information would be useful? Where would you expect/prefer to get this information? Why? *[Prompt if necessary: advertising channels, TV/magazines/newspapers/radio, school, parents, friends, health professionals etc]*?

Communication

I'd now like to ask you about advertising that you may have seen.

- Can you think of any sun protection campaigns you have seen or heard? *[Explore any ads, slogans, messages, images or characters.]*
- What were your impressions of that ad? Did you find it relevant to you personally? Why/Why not?
- *[Prompt using storyboards or notepads - for those ads not already discussed above]* Have you seen any of the following advertising campaigns before?
 - What is the ad trying to tell you, or get you to do? How believable is it? How effective?
 - Who is the ad aimed at? Did you find it relevant to you personally? Why/Why not?
 - "Slip! Slop! Slap!"
 - "How to remove a skin cancer" OR
 - "Tattoo" - "skin cancer, it's killer body art"
- Have you heard of 'SunSmart'? What does it mean to you?
- *[If time]* What types of sun protection messages (would) work best (for you)? *[Explore impact of negative framing (eg health warnings, graphic images) vs positive framing (eg showing desirable attitudes and behaviours)]* Why?

Additional issues for skin cancer interviews

- In what ways has your experience of having a skin cancer removed changed your attitudes regarding ...
 - sun protection (your own or others)? Has this had any impact on your behaviour?
 - sun protection advertising? *(Explore commercial vs non-commercial messages. Note any sensitive issues in prior or potential skin cancer campaigns)*
- What do you think is the best way to convince people to protect their skin from the sun? What messages, communication channels etc? *(Note - Need to analyse this by audience segments.)*

Thank and close

- This research is being conducted on behalf of the Australian Government Department of Health and Ageing. The findings will be used to help them to develop a new national media campaign to build people's understanding of skin cancer and the importance of sun protection.
- Our company also conducts online surveys from time to time. Would you be interested in joining our online survey panel? If so, collect details on blue form.