

## **Pregnancy/Weight Gain Study Focus Group Guide (Revised 5/05/03)**

### **I. INTRODUCTION (10 Minutes)**

- A. Introduction of the moderator
- B. Description of the program

We are going to discuss your thoughts about eating and physical activity behaviors before, during, and after pregnancy. We will also discuss weight gain during pregnancy. You do not have to have any special knowledge to participate in this discussion. I simply want to hear what you do in regards to diet and physical activity behaviors particularly as it relates to pregnancy.

- C. Setting the ground rules (standard)
- D. Introduction of the participants

When you introduce yourself, please tell us your first name, what your due date is and the ages of any children you may already have.

### **II. WARM UP (5 minutes) Desired outcome-we need to know what their definition of being physically active is**

- A. Think about all the ways women can be physically active. Name a few. (consider all types of activities including leisure, walking for transportation, work activity, home activities, etc.)

### **III. PRIOR TO PREGNANCY (20 Minutes) Desired outcomes-Insights into what were their diet and physical activity behaviors prior to pregnancy and their level of satisfaction with their prepregnancy weight.**

First I want to talk to you about your health choices before you became pregnant.

- A. What types of physical activities did you do before pregnancy? Probe for activities both at leisure, at home, and at work.
- B. Were you satisfied with your pre-pregnancy weight? Tell me more about why you were or were not satisfied with your weight?
- C. Let's talk about women's body shapes when they are not pregnant. Which of these body shapes (use the silhouettes) is most **attractive** to people in your circle of family, friends, and associates? Which of these body shapes is **least** attractive to people in your circle of family, friends, and associates? Probe for the reasons for and against attractiveness.
- D. Before you became pregnant how would you describe your eating habits? Probe for intake of junk foods, skipping meals, and portion sizes.

- E. Is there anything that keeps you from eating the kinds of foods that you want and need to be healthy? Explain. Probes: limited access to shopping, transportation, time constraints for shopping or preparing foods, finances, work or household responsibilities, other children, limited access to healthy food choices at work, not sure of what they are, etc

**IV. DURING PREGNANCY (25 Minutes) Desired outcome—Insights into what has changed in regards to physical activity and diet since they became pregnant; how they feel about gaining weight and is it a problem for them and where does the information concerning diet, physical activity and weight gain come from during pregnancy.**

Next I would like you to think about your health choices during this pregnancy.

- A. Tell me in what ways your physical activity or exercise at work and home changed since you became pregnant? Has it increased or decreased? Explain. Probe reasons for the change: personal factors (e.g. medical complications, time, money, health, stress, motivation), social factors (e.g. support of friends, family, husband), and physical environmental factors (e.g. safety, , where you live, access to facilities, weather) if they are not mentioned.
- B. What advice have you been given about participating in physical activity or exercise during pregnancy? Probes: Who gave you or where did you get this information? Was the advice clear/did you understand the advice? Did you follow it or ignore it? Explain.
- C. What specific recommendations have you heard or been told about weight gain during pregnancy? **List.** Probes: From whom did you hear the information (family, partner, friends, healthcare provider?) Was the advice clear/ did you understand the advice? How important is it to you to follow the recommendations?
- D. What have you heard about what women should eat during pregnancy? Where did this information come from? Are you following any of this information?
- E. Overall are you eating differently from when you were not pregnant and if so how? Tell me about that? Probe: (eating more or eating less, satisfying cravings, consuming more junk food/fast food, consuming more or less of vegetables, meats, grains, dairy, fruits, dealing with nausea, lack of appetite etc.)
- F. How do you feel about gaining weight during this pregnancy? Explain Probe: self image (fat, ugly, awkward, beautiful), attitudes of others (uninvited touching, staring, comments, unsolicited advice), concerns about own health vs baby's health.

**V. AFTER THE BABY IS BORN (15 Minutes) Desired Outcome-Insights into the importance of getting back to ideal weight and types of plans to achieve this goal.**

Now lets talk about after the baby is born

- A. Is it important to you to get back to your pre-pregnancy weight after your baby is born? Explain. Probe: self image, pressure from partner or family, health concerns etc.
- B. Do you know of women who gained a lot of weight during pregnancy and were not able to take it off afterwards? How would you feel about that if it were to happen to you?
- C. What are you planning to do to help yourself return to your desired weight? Probe for dieting, increased physical activity, joining a gym, etc.

**VI. INTERVENTIONS (10 minutes)**

A. We have been discussing things which influence what you eat, your physical activity and your thoughts about weight gain during your pregnancy. Now it's time for you to tell me what would make it easiest for you and for women like you to be active and to gain the healthiest amount of weight in pregnancy (probes: family/home; neighborhood, healthcare setting, work, other, let your imaginations go--is there anything else?)

B. What are things that would make it easiest for you and for women like you to be active and to get their weight to a healthy level after they have a baby (probes: family/home; neighborhood, health care setting, work, other, again, let your imaginations run--is there anything else?)

**VII. CLOSURE (5 minutes)**

- A. After you leave today, what kinds of things will you tell your friends about being in today's discussion? (If it is appropriate, ask them if they have any pregnant friends who would like to participate in a focus group)
- B. The researchers of the this study would like for us to talk to a few women after they have their baby about diet, physical activity and weight, would you be willing to talk to us by phone once you are settled with your new baby?
- C. If you have not filled out the two forms at the start of the focus group please see \_\_\_\_\_ at the round table.
- D. Thank you for participating!!!!

**FOR LATINAS ONLY:**

I just have a few more questions for you.

1. (a) For those of you born in another country, how does living in North Carolina make physical activity easier, harder or the same. Explain
- (b) Do language differences ever make it harder for you to be more physically active? Explain.

(c) What kinds of things can we do here in North Carolina so that it would be easier for you to be more physically active on a regular basis?

2. (a) For those of you born in another country, does living in North Carolina make a difference in how or what you eat as compared to when you lived in your home country ? Explain.

(b) How did your eating change since coming to this country? Probe: kinds of foods (more fast food, junk food, less fruits and vegetables etc.)

(c) What are the reasons for the change in eating habits? Probe: cost, access to stores, transportation etc.