

**Questions and Answers**  
**Sources Sought VA256-16-N-0605 LGBT Focus Group Requirement**

Question 1. Please clarify what is meant by a group engagement coordinator. Is this a focus group moderator?

Answer 1.

**YES. This is a focus group moderator.**

Question 2. Can we assume that focus group participant recruitment will be facilitated by the VA with one or more of the following strategies?

a. VA will recruit a pool of potential VA participants to screen in for focus group participation.

Answer 2a.

**The VA will make an announcement for an opportunity to participate in the study to local veterans and LGBT communities. No recruitment at medical centers.**

b. VA will provide a contact list of potential LAGBT veteran participants.

Answer 2b.

**NO. The VA will announce this opportunity to participate at a time, date and location. No list of names will be provided or kept**

c. VA will call and schedule potential participants for each focus group session.

Answer 2c.

**NO. No list of names and/or contact information will be maintained. The VA will announce this opportunity at a time, date and location.**

Question 3. Is the VA open to approaches that propose a minimum of two focus groups per year instead of one?

Answer 3.

**YES. VA wants a diverse range of views on messaging increase in number of focus groups increases likelihood of diverse views..**

Question 4. Is the VA open to approaches that include one-on-one interviews with healthcare/clinical staff?

Answer 4.

**NO. This project is for group settings only. No one on one sessions.**

Question 5. Is the VA open to approaches that include an online survey of LGBT veterans?

Answer 5.

**NO. Online formulas limit the diversity of the sample and depth of information collected, therefore, we have chosen focus groups.**

Question 6. The background section of the RFI reads “the LGBT Program aims to conduct three-to-four LGBT Veteran focus groups over a five-year period at three or more VA facilities.” In order to ensure our response best addresses the scope of this project, can you clarify how many focus groups the government intends to conduct each year? Will there be a total of three to four groups spread over the five-year period or will there be three to four groups per site per year, for a total of 9 -12+ groups per year?

Answer 6.

**There will be at least 3 groups every year for 5 years total.**

Question 7. Will the contractor be responsible for identifying, recruiting, and screening focus group participants?

Answer 7.

**NO. VA will recruit and screen veterans**

Question 8. The background section of the RFI states that information obtained from the focus groups will be used to identify health-related messages, develop media materials, etc. Will the contractor be responsible for developing these communication products?

Answer 8.

**Yes. Based upon the information gathered from the focus groups, the vendor, with the subject matter experts, will develop health awareness messages and propose images. They will also identify a graphic company for images and materials needed.**

Question 9. Does the contractor have to conduct focus groups in Houston, TX?

Answer 9.

**YES. Houston is one of the locations designated for focus groups.**

Question 10. Where are the designated VA sites located?

Answer 10.

**The designated sites are Houston, TX; Boston, MA and Portland, OR.**

Question 11. Would the awarded vendor be responsible for creating health awareness messages and images?

Answer 11.

**Yes, based upon the information gathered from the focus groups, the vendor, with the subject matter experts, will develop health awareness messages and propose images. They will also identify a graphic company for images and materials needed.**

Question 12. Further, do the messages currently exist?

Answer 12.

**NO**

Question 13. What form will the messaging stimulus will be for the focus groups? In other words, we will be testing concepts, storyboards, sample messages, animatics, etc.?

Answer 13.

**Yes, initially identifying themes and key messages and then testing concepts and messages and eventually testing posters, fact sheets, and brochures.**

Question 14. Are you looking for 3-4 focus groups total, or 3-4 focus groups at each of the selected VA facilities?

Answer 14.

**We are looking for 3-4 focus groups total with a minimum of 1 at each location.**