GUIDE FOR DIRECTED DISCUSSION: “WHAT TEAM MEMBERS WANT FROM THE FOCUS GROUP TRAINING”

Objectives: There are two objectives for the discussion: 1) to find out what the participants would most like to learn about focus groups during the training and 2) to provide an example of a directed discussion (i.e. focus group) used for needs assessment and/or program planning.

Participants: Field-based staff present at the meeting will participate in the discussion (about 6-7 people). Meeting attendees who are not currently field-based staff will be privately advised ahead of time not to participate in the discussion. Instead, non-participants will be asked to play specific observation roles during the discussion: 1) observe moderator’s technique; 2) observe group dynamics; and 3) evaluate effectiveness of the questions.

Mechanics of the Discussion: The assistant moderator will recording the answers to the key questions and ending question on a flip chart. The discussion will take place in the normal meeting room.

DISCUSSION GUIDE

Introduction: I would like to start with a discussion about what you, as meeting participants, would most like to learn about focus groups. In this discussion, I would really like to hear from the field-based extension staff and the local collaborators. So, I am going to ask those of you who are not currently field-based staff to hold your comments for now. There will be plenty of time in the next three hours for everyone to express their comments, questions, and concerns.

Opening Question: Just to refresh my memory, could each of you tell me your name and the county or region you work in?

Introductory/Transition Question: Could you briefly describe one experience you’ve had with focus groups? It could be the most recent or the most memorable experience that you had personally or a focus group that you heard about. I’d like you to keep your description brief by telling me two things: 1) what was the purpose of the focus group and 2) what was your role within the focus group.

Key Questions:

1) What problems have you experienced, if any, with using focus groups?
2) What would you like to learn about focus groups during this training?

Ending Question: What would you say is the most important topic related to focus groups that you would like to cover during this training?