PROTOCOL FOR FOCUS GROUP
WITH EXTENSION STATE STAFF ON
BUILDING STRONG FAMILIES

Objectives: The focus group has two objectives: 1) to determine what would motivate state extension staff to become advocates for the Building Strong Families (BSF) program, and 2) to provide a model of using a focus group to close a communication gap between two groups (i.e. the BSF coordinators and the state extension staff).

Participants: The state-based extension staff and state collaborators present at the meeting will participate in the focus group (about 5 people).

Mechanics of the Discussion: The participants and moderator will sit in a circle during the discussion. The definition of “advocate” will be in front of the group. The moderator will record the answers to the key questions and the summary question on a flip chart.

DISCUSSION GUIDE

Introduction: Yesterday we had an introduction to the BSF program. We covered the Family Strengths module and a few activities in the Managing Stress module. Although some of you were not at this session, you probably already know something about the BSF program, which is a statewide, “named” extension program. In the discussion today, I want you to think about your own position within the extension community. [pause] The purpose of this discussion is to find out what it would take for you to become advocates for this program. What it means to be an “advocate” for the BSF program is written here: “An ‘advocate’ for the BSF program 1) understands the program, 2) promotes the program to state and field staff and extension administration (where appropriate), and 3) helps to identify funding opportunities.”

Opening Question: Let’s start by having each of you tell me your name and your connection to the CYFAR project in Missouri.

Introductory/Transition Question: Including the session yesterday, what previous exposure have you had with the BSF program?

Key Questions:

1) What else would you need to know about the BSF program before you would be comfortable becoming an advocate for the program?
2) What are some of the other barriers (obstacles) to you becoming an advocate for the BSF program?

Ending Question: [Moderator to summarize responses to the key questions and big ideas that have emerged] “Is this an adequate summary?”