



## Conducting a focus group

### Facilitator Role:

- ✿ Encourage discussion
- ✿ Listens attentively with sensitivity and empathy
- ✿ Has some knowledge of the topic but remains objective (ie keeps personal views out of the discussion)
- ✿ Manage group dynamics so that
  - ✿ all group participants able to contribute
  - ✿ no arguments ensue

### Observer role:

- ✿ Manages the recording device
  - ✿ Takes notes about non-verbal cues such as body language
  - ✿ Allows the moderator to do all the talking during the group
  - ✿ Forming and facilitating focus group questions
- Begin with the key reason that you are conducting the focus group

### Introduction

**Welcome the group:** thanks for agreeing to be part of the focus group. We appreciate your willingness to give up your time etc.

**Facilitator and observer introduce selves and their respective roles**

Explain purpose of focus group: The reason we are having these focus groups is to find out...etc

Introduce: **Ground rules**

### 1. We want you to do the talking

- ✿ We really need your input and would like you to be honest and open with us.
- ✿ No right or wrong answers.

### 2. Respect for other people and their opinions

- ✿ We would like everyone to participate as everyone's experiences and opinions are important
- ✿ Other people's opinions must therefore be respected
- ✿ So please say whether you agree or disagree with others, but be polite and respectful

### 3. Respect for Health care staff

- ✿ Please try and avoid naming people if you can (but we will anonymise everything later anyway)
- ✿ Must not turn into a discussion about specific staff and their practices, the focus is the program and what is working
- ✿ Be constructive not defamatory!

### 4. Confidentiality and anonymity

- ✿ We will be tape recording the group so as to capture everything you have to say (check everyone is ok with this) BUT you can be assured that:
  - ✿ We won't identify anyone by name in our report. You will remain anonymous
  - ✿ What is said in this room stays here – everyone must agree this (link back to rule 3)