

Youth and Parent/Caregiver Focus Group Experience



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County



Focus Group Process

- Questions to ask
 - Meetings to establish thoughtful questions
- County Planning
 - Incentives, existing relationships/capacity
 - Flyer Creation- Effective language
- Recruitment
 - Youth
 - Snowball recruitment, youth interns
 - Adult
 - Leaders in the community
- Implementation
 - Recording
- Data & Reporting back out to Focus Groups



Challenges & Successes

Parents

Challenges

1. Recruitment
2. Effective communication/
connecting the dots

Successes

1. Continued engagement
following Focus Group
2. Learning from one another
3. Having a consultant

Youth

Challenges

1. Recruitment
2. Parent/Guardian permission
3. Neutral facilitation

Successes

1. Open, candid feedback
2. Interest in staying connected
(data party)

Some Takeaways

1 | Start Recruitment Early

- Time for rescheduling, unanticipated hurdles
- Collaboration, trial & error recruitment
- Ability to adjust to partner schedules/ competing priorities

2 | Engage Partners & Build Capacity

- Interns, community leaders
- Training redundancy - professional development opportunity

3 | Share results

- Dependent on audience
- Offer data party
- Pair with next steps/ call to action

Thank You!

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