

# Facilitating Focus Groups



Life Study UK seeks to track social and health information through pregnancy, birth and early years. The goal is to understand and improve the lives, health and wellbeing of children.

They wanted to understand how potential participants felt about the design of the study, the time it would take to participate and issues about consent and data sharing



“Given the wide diversity of participants in our focus groups it was impressive to see how the facilitators managed to create a sense of community and involvement in the sessions...

The Centre for Facilitation delivered excellent value for money”

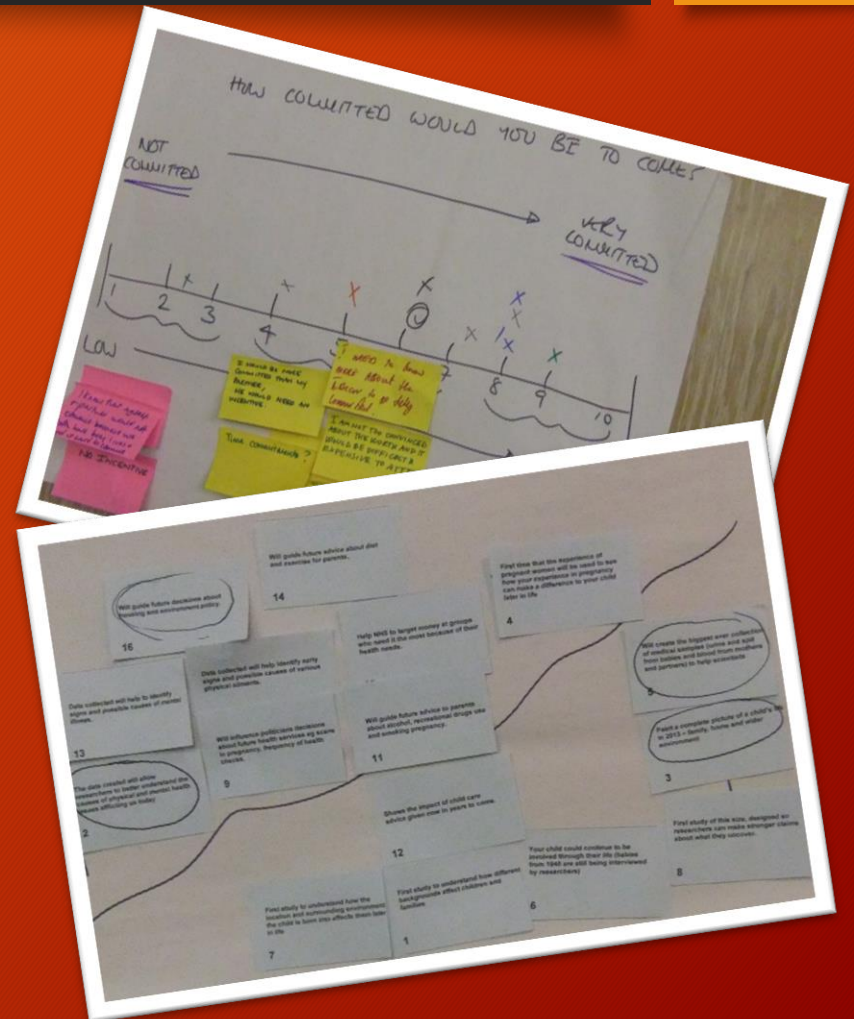
Client Feedback on the Results

# The Results

- The focus groups were an important element of the public/participant consultation required in our project strategy
- The report flagged up concerns about the time burden on participants of our study so we could address this directly
- Because we could show how privacy issues were understood by potential participants we did not need to make further changes to our processes.
- The report on the focus studies had a direct and positive impact on the research and ethics and governance approvals.

# What We Did

- Researched our clients needs and the topic in depth
- Communicated a complex study effectively to members of the public
- Tailored our approach for each focus group
- Used a range of communication methods (post its, smiley stickers, posters) which kept the participants engaged and interested
- Created a safe space so participants could disclose real concerns about the research project
- Produced a formal report which was presented to the Board





# What did you value about the facilitation team?

Well organised and meticulous in their planning and preparation and professional in their approach

Tolerant of the very late clarification which had to be made to the brief due to external pressures

“At no point have they attempted to shield us from some hard truths, they objectively reported on what was said”

# Facilitation makes things easy...



We make things easy for people in our focus groups by designing structured activities which allow them to contribute individually as well as in a wider group. Our neutral role helps everyone in the group to contribute easily and freely.

If you want to run focus groups to gather feedback from consumers/stakeholders do get in touch

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