



Focus Group Discussion Guide

THIS DOCUMENT IS FOR THE USE OF THE FACILITATOR
and is not intended to be distributed to the participants.

What is a focus group? What to expect?

We would like to thank you for participating in tonight's discussion on health in our community. In order to help avoid potential distractions we would appreciate it if you would turn your cell phones off or place them on vibrate. We want everyone to have the chance to explain their personal experiences, so we would appreciate it if you would allow those speaking to finish before sharing your own comments. We would like the discussion to be informal, so there's no need to wait for us to call on you to respond. In fact, we encourage you to respond directly to the comments other people make. If you don't understand a question, please let us know. We are here to ask questions, listen, and make sure everyone has a chance to share. If the group seems to be stuck on a topic, we may interrupt you and if you aren't saying much, we may call on you directly. If we do this, please don't feel bad about it; it's just our way of making sure we obtain everyone's perspective is included. We do ask that we all keep each other's identities, participation and remarks private. We hope you'll feel free to speak openly and honestly. We will be tape recording the discussion, because we don't want to miss any of your comments. Your name will not be connected with your comments. No one besides the project staff will have access to these tapes and they will be destroyed after our report is written.

What is the purpose of this group?

This discussion will help us to find out the health needs and concerns of people in Clinton, Eaton, and Ingham counties. Information from these focus groups will be combined with statistics and numbers to better describe health needs and concerns of all residents of the three counties. Our goal is to work together as health departments, hospitals, and community organizations to improve health, and asking people directly what they think and have experienced in the community is a key part.

Paperwork You have in front of you two documents...

- Focus group consent form (will be collected NOW before we begin)
- Incentive receipt form (will be turned in AT THE END to receive your gift card)

Icebreaker – Word Association

'Health' is such a large and broad word that lots of things can be related to 'health'. Let's go around the room and introduce ourselves by saying our first name and the first word or phrase we think of when we hear the word 'health'. However, if someone has already said your word, try to think of another one. If you want to share a bit about why you thought of your word that's fine too. I'll go first. My name is _(name)_ and when I hear the word 'health' I think of "_(word)_" and ____(explanation)_____.

DISCUSSION TOPICS

1. One of the things we are wondering is about your quality of life – in other words, how healthy you FEEL from day to day. In general, how would you rate your health? (if need be, use 0-10 scale, 10 being you feel great every single day, 0 being you feel unhealthy every single day)
 - a. Do you feel like you are affected more by physical or mental health problems?
 - b. Has how healthy you feel changed over the course of your life?
 - c. How important is it to you to feel healthy?
 - d. What are the impacts of not feeling healthy on your family? Community?



2. One of the things that makes it hard for some people to be healthy is that they can't get medical care when they need it. Has there been a time when you needed medical care but didn't get it?
 - a. Did having insurance, no insurance, Medicaid at the time make a difference?
 - b. Do you have a regular doctor now?
 - c. Are you able to get the preventive services that you need, like yearly physicals, well-child visits, etc?
 - d. What are your plans to get medical care when the new health reform law goes into effect on January 1, 2014? Do you think you will have the same coverage, different? None?

3. Sometimes the neighborhood / area people live in can help them to be healthy, or prevent them from being healthy.
 - a. What are the things around where you live that help you to be healthy?
 - b. What are the things around where you live that make it harder to be healthy?
 - c. PROMPT:
 - i. Access to healthy foods
 - ii. Access to places for physical activity
 - iii. Safety
 - iv. Access to doctor's office
 - v. Exposure to lots of advertisements for alcohol/tobacco
 - vi. Housing

4. Many of us have chronic diseases like diabetes, heart disease, hypertension, asthma, or obesity – or if we don't someone in our family might. What's your experience with chronic diseases like these? How do they change your life?
 - a. How do you get treatment for your condition? What has been your experience been like trying to get it under control?
 - b. Thinking back to the time before you or your family member developed the disease – what things, actions, or interventions might have prevented them from getting it in the first place?

Transition.... (Thinking about the past)

5. When you were growing up, did folks around you smoke cigarettes? Did you end up taking up smoking as well? If you quit, why and how?

Transition.... (In the future)

6. Do you feel your children are likely to be more healthy than you, less healthy than you, or the same? Why?

7. What changes do you think would help the community become healthier?

Closing

We would like to thank all of you for participating in tonight's focus group and hope all of you had the chance to voice your opinions. If you have anything further to discuss I would be happy to stay after with you for a little while to talk with you. To help show our appreciation for your involvement in tonight's discussion please see me before you leave so that we may provide you with a \$25 Meijer gift card. We will also now hold an additional drawing for one participant to receive their choice of an additional \$75 Meijer gift card or Amazon Kindle™ e-reader.