Sample Focus Group Schedule and Script

Below is a sample script from a PiDC Alliance Culture Change Coalition focus group used during our Discovery phase. Feel free to personalize this script to the needs of your group or organization.

**Note:** It is important for the focus group moderator to ensure that everyone has been provided with the information letter before the group begins.

# **Moderator Introduction and Purpose of Group**

Hello. My name is **[name]**. I’d like to start off by thanking each of you for taking time to participate today. We’ll be here for about an hour [or other time frame].

The reason we’re here today is to gather your opinions and attitudes about issues related to your experiences with dementia care.

I’m going to lead our discussion today. I will be asking you questions and then encouraging and moderating our discussion.

I also would like you to know this focus group will be tape recorded. The identities of all participants will remain confidential. The recording allows us to revisit our discussion for the purposes of developing research papers and presentations.

# **Ground rules**

To allow our conversation to flow more freely, I’d like to go over some ground rules.

1. Only one person speaks at a time. This is doubly important as our goal is to make an written transcript of our conversation today. It is difficult to capture everyone’s experience and perspective on our audio recording if there are multiple voices at once
2. Please avoid side conversations.
3. Everyone doesn’t have to answer every single question, but I’d like to hear from each of you today as the discussion progresses.
4. This is a confidential discussion in that I will not report your names or who said what to your colleagues or supervisors. Names of participants will not even be included in the final report about this meeting. It also means, except for the report that will be written, what is said in this room stays in this room.
5. We stress confidentiality because we want an open discussion. We want all of you to feel free to comment on each other’s remarks without fear your comments will be repeated later and possibly taken out of context.
6. There are no “wrong answers,” just different opinions. Say what is true for you, even if you’re the only one who feels that way. Don’t let the group sway you. But if you do change your mind, let me know.
7. Let me know if you need a break. The bathrooms are **[location]**. Feel free to enjoy a beverage and a snack.
8. Are there any questions?

# **Introduction of participants**

Before we start, I’d like to know a little about each of you. Please tell me:

1. Your name
2. What your role is with **[organization]**

# **Focus Group Questions (50 minutes)**

At this point the moderator should move through the Appreciative questions that the Culture Change Coalition has created and finalized.

# **Closing (2 minutes)**

Thanks for coming today and talking about these issues. Your comments have given us lots of different ways to see this issue. I thank you for your time.

(Source: adapted from InSites: Tips for Conducting Focus Groups via <http://www.insites.org/CLIP_v1_site/downloads/PDFs/TipsFocusGrps.4D.8-07.pdf>)