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Focus Group Checklist

Develop questions (6 – 10 weeks before)
  · Submit to other professionals
  · Revise
  · Test market

Need human subjects approval?
  · Submit approval 6 – 8 weeks before

Logistics
  · Book rooms (6 weeks before)
    · Consider location, seating, lighting, noise
    · Reserve room for 30 minutes before and after session
  · Book catering, if needed. Avoid “loud” foods. (4-6 weeks before)

Moderators
  · Recruit moderators (4-5 weeks before)
  · Train moderators (1-2 weeks before)

Selecting participants
  · Recruit students (3-4 weeks before)
  · Screen students (2-3 weeks before)

One week before
  · Send confirmation postcard to participants

Day before
  · Call/e-mail participants
  · Check food/beverage order
  · Check tape recorder
  · Label tapes
  · Gather materials
    · Extra copies of moderator and recorder guides
    · Extension cords
    · Extra batteries
    · Extra tapes
    · Flip chart and markers
    · Copies of consent forms
    · Pens
    · Any surveys or materials
    · Incentives

Day of focus group
  · Call/e-mail participants
  · Arrive 30 minutes early for room set-up/ensure catering is delivered