Rationale for Approach

- Prevention efforts are more likely to succeed if they engage communities (Casey and Lyndhorst, 2009)
- Focus groups have been used by public health practitioners for intervention and prevention planning (Fulkerson, J.A., et al, 2011; Ashdown, H., et al, 2015)
- Gap in the literature regarding focus groups as a data collection method for developing SVP strategic plans
Tiered Approach

<table>
<thead>
<tr>
<th>Tier</th>
<th>Members</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Advisory group</td>
<td>• Advise on plan elements and structure</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Provide feedback on design, FG questions and recruitment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Provide feedback on initial analyses</td>
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<tr>
<td></td>
<td></td>
<td>• Provide feedback on plan drafts</td>
</tr>
<tr>
<td>2</td>
<td>Subject matter experts</td>
<td>Review specific components of the plan related to area(s) of expertise</td>
</tr>
<tr>
<td>3</td>
<td>RCC staff and focus group participants</td>
<td>Recruitment and participation in focus groups</td>
</tr>
</tbody>
</table>

Advisory Group

- NM Coalition of Sexual Assault Providers
- NM Department of Health
- Indian Health Service
- Rape Crisis Centers
- UNM Women’s Resource Center
- NM Behavioral Health Services Division
- LGBTQ, disability advocates
Subject Matter Experts

- Sexual Assault Response
- NM Interpersonal Violence Data Central Repository
- Prison Rape Elimination Act
- LGBTQ services
- Disability services

Focus Group Participants

- One-time meeting
- Involvement in SVP or rape crisis center
- Community partner
- Priority population member
Selecting Priority Populations

- High risk for sexual violence
- Specific considerations
- Underserved population with respect to SVP programming
- Other programs currently addressing the population

Example Priority Populations

- Children
- Native Americans
- Populations living in rural areas
Exercise 1

1. Think about the priority populations you would identify in your community
2. Discuss the priority populations you have identified with others at your table
3. Report out on priority populations your group identified

Focus Groups

<table>
<thead>
<tr>
<th>Site</th>
<th>Focus</th>
<th># Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>SVP Advisory Group</td>
<td>11</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>Community</td>
<td>16</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>Male</td>
<td>11</td>
</tr>
<tr>
<td>Española</td>
<td>Native American</td>
<td>9</td>
</tr>
<tr>
<td>Farmington</td>
<td>Community + Rural + NA</td>
<td>13</td>
</tr>
<tr>
<td>Las Cruces</td>
<td>Community + Immigrant</td>
<td>11</td>
</tr>
<tr>
<td>Las Cruces</td>
<td>Immigrant/Border Community</td>
<td>23</td>
</tr>
<tr>
<td>Portales</td>
<td>Community + Rural</td>
<td>12</td>
</tr>
<tr>
<td>Santa Fe</td>
<td>LGBTQ</td>
<td>9</td>
</tr>
<tr>
<td>Silver City</td>
<td>Community + Rural</td>
<td>16</td>
</tr>
<tr>
<td>Taos</td>
<td>Community + Rural</td>
<td>8</td>
</tr>
</tbody>
</table>

N = 139
Mean = 12.63
Why Focus Groups?

- Useful for gathering in-depth information about perceptions, opinions, priorities, common experiences, norms and cultural values (Kitzinger, J., 2005)
- Provides a sense of unique aspects of communities
- Helps to ascertain priorities, challenges, and successes to build on in a short period of time
- Allows for a range of opinions
- Serves as a starting point for partnership formation, planning and other collaborative ventures

Focus Group Guide Development

If I had an hour to solve a problem and my life depended on it, I would use the first 55 minutes determining the proper questions to ask.

Albert Einstein
Considerations for Focus Group Guide Development

- Standardized questions facilitate comparison across groups in analysis phase
- Same questions, but adaptable across all groups

Open-ended Questions

- Allow for better discussion, not leading
- Example – “What do you think are some challenges in [your priority population] that need to be addressed when working to prevent sexual violence?”
Focus on Desired Outcomes

- What do you want to know for strategic planning
- Example: input into vision, indicators, barriers

Other Considerations

- Unique aspects of communities
- Strengths and challenges
- Partnerships
  (all related to sexual violence prevention)
Exercise 2

1. Divide into groups based on top priority populations you previously identified
2. Write 1-3 focus group questions following the guidelines discussed
3. Report out on questions
4. Discuss as a whole group

Considerations for Planning FGs

- Recruitment
- 8-12 participants
- Incentives and consent
- 2-hour timeframe
- Challenges
Considerations for Conducting FGs

- Begin with informational activities to get people on the same page
  - Define sexual violence $\rightarrow$ group response
  - Stats on sexual violence as it affects priority population $\rightarrow$ group response

Considerations for Conducting FGs

- Make sure everyone has a chance to talk
  - Introductions – brief, but include fun/get to know you question
  - Round robin
  - Facilitator ideally member of priority population
  - Provide training for FG facilitation
Exercise 3

1. Conduct mock focus group discussing one priority population identified in workshop:
   ◦ Introduction
   ◦ Participant introduction
   ◦ Popcorn question, “What is one word that comes to mind when you think about SVP?”
   ◦ One question developed by participants

2. Feedback from FG participants

3. Feedback from entire room

Word cloud representing responses from participants in eleven focus group regarding the term “sexual violence.”
Considerations for Data Analysis

- Look for partners (e.g., university; DOH)
- Transcription needs
- Translation needs
- Computer software needs or by hand?
- Time for analysis
- Presenting and incorporating feedback from advisory group

FG Results

- Sexual violence as a public health problem
- Including response with primary prevention
- Community-specific prevention programming
- Talking about sexual violence & developing a common language
- Promising practices for New Mexico
Incorporating Community Voices into the Plan

- Inserting quotes from FG participants throughout plan
- Fact sheets with data, quotations from focus group, and promising practices for priority populations
- Vision, mission and goals in strategic plan closely align with consensus across groups and need for community-specific strategies

Lessons Learned

- Research Design
- Be flexible

- Coordination of Focus Groups
- Working with communities, give up some control (some very large groups, no shows from faith community)
- Time
Lessons Learned

- Data Collection
  - Disclosures from immigrant group
- Data Analysis
  - Quick in order to incorporate feedback
  - Combining preconceived themes with emergent themes

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- New Mexico Coalition of Sexual Assault Programs (NMCSAP)
- NM Department of Health, Office of Injury Prevention
- Strategic Plan Advisory Group
- New Mexico Rape Crisis Centers
- Focus group participants
- Leona Woelk, MA, UNM Prevention Research Center
- Samantha Bear, MPH, UNM Prevention Research Center
- Renee Robillard, Editorial Specialist, UNM Prevention Research Center

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Resources

- **Focus Groups**

- **Qualitative Data Analysis**


Questions??

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