



## What Communities Have to Say: Using Focus Groups for SVP Planning

THERESA CRUZ, PHD

JULIA MEREDITH HESS, PHD

SEPTEMBER 3, 2015



1

## 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

2

## Tiered Approach

Tier	Members	Role
1	Advisory group	<ul style="list-style-type: none"> <li>• Advise on plan elements and structure</li> <li>• Provide feedback on design, FG questions and recruitment</li> <li>• Provide feedback on initial analyses</li> <li>• Provide feedback on plan drafts</li> </ul>
2	Subject matter experts	Review specific components of the plan related to area(s) of expertise
3	RCC staff and focus group participants	Recruitment and participation in focus groups

3

## 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

4

## Subject Matter Experts

---

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

5

## Focus Group Participants

---

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

6

## Selecting Priority Populations

---

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



7

## Example Priority Populations

---

- Children
- Native Americans
- Populations living in rural areas



8

## 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

9

## Focus Groups

---

Site	Focus	# Participants	
Albuquerque	SVP Advisory Group	11	
Albuquerque	Community	16	
Albuquerque	Male	11	N = 139
Española	Native American	9	
Farmington	Community + Rural + NA	13	Mean =
Las Cruces	Community + Immigrant	11	12.63
Las Cruces	Immigrant/Border Community	23	
Portales	Community + Rural	12	
Santa Fe	LGBTQ	9	
Silver City	Community + Rural	16	
Taos	Community + Rural	8	

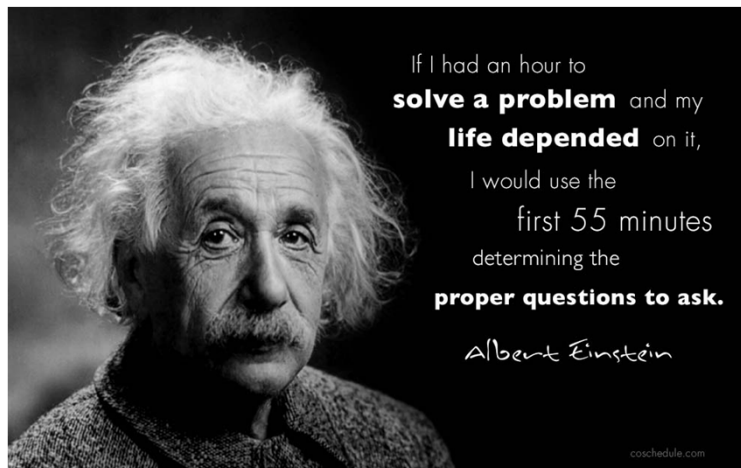
10

## 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

11

## Focus Group Guide Development



12

## Considerations for Focus Group Guide Development

---

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

13

## 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?”

14

## Focus on Desired Outcomes

---

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

15

## Other Considerations

---

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

16



## 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



17

## Considerations for Planning FGs

---

- Recruitment
- 8-12 participants
- Incentives and consent
- 2-hour timeframe
- Challenges



18

## Considerations for Conducting FGs

---

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

19

## 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

20



## 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

23

## 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

24

## 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

25

## 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

26

## Lessons Learned

---

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

27

## Acknowledgements

---

- 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

This work was funded by the NM Department of Health (NMDOH).

28

## Resources

---

- Focus Groups

Kreuger, Richard & Casey, Mary Anne. 2008. *Focus Groups: A Practical Guide for Applied Research*. 4<sup>th</sup> edition. SAGE Publications.

- Qualitative Data Analysis

Miles, Matthew, Huberman, Michael & Johnny Saldaña. 2013. *Qualitative Data Analysis: A Methods Sourcebook*. 3<sup>rd</sup> Edition. SAGE Publications

- NVivo - <http://www.qsrinternational.com/>

29

## Questions??

---

Contacts:

Theresa H Cruz, PhD  
[thcruz@salud.unm.edu](mailto:thcruz@salud.unm.edu)

or

Julia Meredith Hess, PhD  
[jmhess@salud.unm.edu](mailto:jmhess@salud.unm.edu)



30