



BodyWorks Parent Participant Follow-Up Focus Group Guide

Date of Group: _____ Start Time: _____ End Time: _____
Location: _____
Facilitator: _____ Note Taker: _____
Total # of participants: _____

Purpose of Today's Group

By the end of this focus group we will be able to describe:

1. Recruitment, enrollment, and attendance in BodyWorks
2. Participant satisfaction with the BodyWorks program
3. The impact of BodyWorks in participants' lives
4. Recommendations for improving BodyWorks for future use

Materials

- € Facilitator's Guide/Script
- € Note Taker's Guide/Pad/Laptop
- € Name tags
- € Newsprint
- € Markers
- € Sticky dots (one set of 9 per person)
- € Index cards (1 per person)
- € Pens/pencils
- € Focus group objectives written out on butcher block paper
- € Final Focus Group question written out on butcher block paper
- € "Listing of Toolkit Components" Handout (1 per person)
- € BodyWorks Toolkit (1+ per group)
- € Business cards
- € Incentives
- € "Listing of Session Topics" Handout (1 per person)

Room Set Up

- € Post a newsprint of objectives on wall.
- € Prepare and post a newsprint of walk a bout survey for question 9. Survey should be written on numerous sheets of newsprint to allow it to be read easily by participants.
- € Prepare and post the a newsprint of the final focus group question 12 for index card activity.
- € Set out BodyWorks Toolkit and prepare a newsprint with a sign encouraging participants to flip through it prior to the beginning of the discussion

I. Introduction (10 minutes)

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-. The time required to complete this information collection is estimated to average 30 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 537-H, Washington D.C. 20201, Attention: PRA Reports Clearance Officer.

A. Welcome and thank you for coming

Thank you all for coming here today! I'm really looking forward to talking with all of you about the BodyWorks program you each participated in.

B. Introductions

My name is _____ and I work for Shattuck & Associates. We are a company that has been hired to find out how the BodyWorks program went so it can be improved in the future. This includes talking with you today. We also created the online survey that you filled out.

My co-worker _____ will be helping me take notes during our discussion today so we don't miss what you are telling us. We will also be recording this focus group so we don't miss any of your comments. Is that ok with you?

C. Privacy

There are special US Codes (Section 9543, 20 and Section 9573, 20) that protect your privacy during our group today.

- Your participation is voluntary.
- The things you say may be put in a summary of this discussion, but your names will not be included in a summary report and there will be no way to identify who said what.
- Does anyone have any questions about privacy?

D. Background/Purpose

The reason I brought all of you together is that I want to hear about your experiences with the BodyWorks program. I want to know what you think went well, what you think didn't go well, and how you think this program can be improved. *Point out where discussion group objectives are posted on the wall.*

(Note to moderator: FG objectives should be written on newsprint and posted on the wall prior to the start of the discussion)

Purpose

By the end of this focus group we will be able to describe:

1. Recruitment, enrollment, and attendance in BodyWorks
2. Participant satisfaction with the BodyWorks program
3. The impact of BodyWorks in participants' lives
4. Recommendations for improving BodyWorks for future use

The information you share today is very important. Your opinions will help make the BodyWorks program even better in the future. Please be honest. I do not work for the sponsors of the program or the federal government. I did not work on putting the program together. I will not be offended by anything you say.

E. Ground Rules

I would like to briefly review some basic guidelines that will be used during our discussion:

- There are no right or wrong answers to the questions being asked today; all ideas are good ideas.
- We welcome and respect different points of view. Please answer what you truly think, regardless of the opinions of the other group members.
- If you are uncomfortable with a question, feel free to pass. You are under no obligation to answer any question that makes you feel uncomfortable in any way.
- Please share your honest feedback. Keep in mind that I do NOT work for the BodyWorks program! Your comments will NOT offend me in any way; I want to know how you really feel.
- Today's discussion should run about 90 minutes.
- Finally, during today's discussion, there are quite a few things to talk about; at times we may need to stop the discussion in order to move on. I apologize in advance for that.

Are there any questions at this point?

F. Ice Breaker

(Note to moderator: The ice breaker can be modified to best fit the members of your group. If your participants were part of different BodyWorks programs, please ask when they participated. If your participants were part of the same BodyWorks program, please confirm when that was and then ask about their favorite healthy food.)

We are going to kick off today's discussion by introducing ourselves. Let's go around the room and share your:

- First name
- How many children do you have or do you care for?
- In what year did you participate in the BodyWorks program? **OR** Favorite healthy food you like to eat.

II. Recruitment, Enrollment, and Attendance in BodyWorks (10 minutes)

Objective 1: Recruitment, enrollment, and attendance in BodyWorks

For this first set of questions, we are going to focus on how each of you were enrolled in BodyWorks, as well as some items related to your attendance in the program.

1. Thinking back to the very beginning, how did you first hear about BodyWorks? (e.g. Flyers? Phone calls? Emails? Incentives for signing up?) [RQ1a]
 - a. If you heard about the program in more than one way, which recruitment technique was the most successful in making you want to come to the program? [RQ1d]
 - b. What techniques would you recommend being used to recruit participants into the BodyWorks program in the future? [RQ1d]

(Note to moderator: Record recruitment techniques on newsprint throughout the discussion of number 2 and star those that the group agrees were the most successful.)

2. Let's talk for a moment about what might have motivated participants to finish, or not finish, the BodyWorks program. [RQ1d]
 - a. Thinking about your group, what would you say **most motivated** you and your child(ren) to want to complete the program?
 - b. What would you say **discouraged** you and your children from completing BodyWorks?

(Note to moderator: Record positive and negative influences on retention on newsprint throughout the discussion of number 3.)

3. What role, if any, did your trainer play in encouraging you to complete the entire program? [RQ1d]

Probes:

 - a. What kinds of things, if any, did your trainer do to keep you interested and coming to the sessions? (e.g. Incentives, activities, phone calls, emails) [RQ1d]
 - b. Which of these things worked the best to encourage you to keep coming to the sessions?
4. What advice do you have for trainers to help keep participants attending future BodyWorks sessions? [RQ1e]

III. Satisfaction with BodyWorks (15 minutes)

Objective 2: Participant satisfaction with the BodyWorks program.

For this next set of questions we are going to discuss how satisfied you were with various aspects of the BodyWorks program.

5. Overall, how satisfied were you with the structure of the BodyWorks program? [RQ4a]
 - a. How satisfied were you with the makeup of your group? (e.g., the number of sessions kids attended, the mix of female and male participants) Why?
 - b. How satisfied were you with the number of sessions?
 - c. How satisfied were you with the length of the sessions?
 - d. What about the days and times your BodyWorks program was held?
 - e. How satisfied were you with the type of location (e.g. library, school, church/temple, community center)? Why?

(Note to moderator for question 7: Hand out the “Listing of Toolkit Components” sheet prior to this discussion. The toolkit itself should be displayed at the beginning of the session.)

6. What parts of the BodyWorks toolkit do you remember and why? [RQ2b]
 - a. Overall, how satisfied or not satisfied were you with the BodyWorks toolkit? Why?
 - b. Which aspects of the toolkit did you like the most? Like the least?
 - c. What advice would you give to improve the toolkit for future use?

(Note to moderator for question 8: If participants do not recall any BodyWorks sessions or need a reminder to encourage discussion; hand out the “Listing of Session Topics” sheet. Please DO NOT distribute the handout before the discussion begins.)

7. What BodyWorks sessions do you remember and why? [RQ4b]
 - a. Overall, how satisfied or not satisfied were you with the session content and activities?
 - b. Which particular session did you like the most? Least? Why?
 - c. Which aspects of the sessions did you like the most? Least? (Discussion, activities, demonstrations?) Why?
 - d. Which topics covered in the sessions did you like the most? Like the least?

IV. Impact of BodyWorks (15 minutes)

Objective 3: The impact of BodyWorks in participants' lives.

For the next few minutes we are going to talk about what effect, if any, BodyWorks had on your lifestyle.

You each have a set of 9 sticky dots. Please take your sticky dots, come to the front of the room, and rate each item on a scale of 1 (Not at All) to 4 (A Lot) in terms of how you felt after your BodyWorks experience.

8. How much did the BodyWorks program help me to... [RQ3a]	Not At All (1)		A Lot (4)	
a. Have a better understanding of healthy eating.				
b. Have a better understanding of my physical activity needs.				
c. Feel that eating healthy is important.				
d. Feel that regular physical activity is important.				
e. Feel more confident about making healthy food choices.				
f. Feel more confident about exercising.				
g. Feel more confident talking about nutrition and physical activity with my child(ren).				
h. Overcome barriers to healthy eating.				
i. Overcome barriers to participating in physical activity.				

Probe: Looking at your sticky dot responses, what thoughts or reactions come to mind?

Now that we have brought up ways that the BodyWorks program may have impacted your lives, let's talk about the impact that the program may have had on you AND your family.

10. What changes, if any, would you say your family made related to healthy eating habits since taking part in BodyWorks? [RQ3b]

Probe:

- a. Who started/led these changes in healthy eating habits?
- b. How much support, or lack thereof, did family members give to continuing or sustaining these healthy eating habits?
- c. How long was your family able to keep up these habits?

11. What changes, if any, would you say your family made related to physical activity habits since taking part in BodyWorks? [RQ3b]

Probes:

- a. Who started/led these changes in physical activity habits?
- b. How much support, if any, did family members give to continuing or sustaining these physical activity habits?
- c. How long were you and your family members able to keep up these habits?

V. Recommendations for Improving BodyWorks (5 minutes)

Objective 4: Recommendations for improving BodyWorks for future use.

Our final question is focused on the top recommendations you have for improving the BodyWorks experience for future participants.

12. You have each been given an index card. Taking into consideration your trainer/s, the program structure, the program content and its activities, please write on the index card the answer to this question:

“What recommendations do you have for improving the BodyWorks program for future participants?” [RQ4d]

Wait a few minutes and then ask:

“Are any of you willing to share your thoughts?”

Collect the index cards at the end of this discussion.

V. Closing (5 minutes)

- A. Review the posted objectives, summarizing the main discussion points as you go.
- B. Reiterate that their feedback will be used to improve BodyWorks in the future.
- C. Thank participants for their time.
- D. Pass out incentives.