

## Focus Group

**Purpose:** Conduct focus groups to identify the values that support developing and implementing a workplace safety and health program. The discussion will focus on determining which messages motivate the audience the most.

**Audience:** Managers and workers from businesses representing industries including but not limited to manufacturing, construction, and healthcare.

This guide provides a general framework for the initial focus group discussion. Actual questions posed may deviate from those listed below depending on the direction of the discussion. The structure of subsequent discussions will depend on the results from the earlier discussions.

**Potential Questions:** Participants will be asked the following questions from their own perspective as an employee of the company. Those in leadership roles may be asked to comment on company priorities or impressions of what motivates their workers.

- What motivates your company to adopt safe work practices? What do you think motivates the workers? What motivates you personally?
- Why did your company develop its safety and health program? Do you think continued investment in it is a priority? If yes, why? If no, why not?
- Have you participated in your safety and health program? If yes, why? If not, why not?
- If you could change one thing about safety and health practices in your organization, what would it be?
- Tell us about your best experience(s) with safety and health in your organization.
- Has your organizations' safety and health program changed anything about the way you approach your job?
- Who do you think should be responsible for safety and health in your organization? Why?
- Is there anything we didn't touch on that you feel is important?