

African American Prevention Intervention Network
Conducting Focus Groups in the Non-profit Arena

COURSE FACT SHEET

*“When you need to make an important decision, never do it alone,
choose the right people.”*
-Basakatan Proverb

Goal:

Participants will gain knowledge and skills necessary to conduct focus groups in the non-profit arena and to analyze information gathered from them.

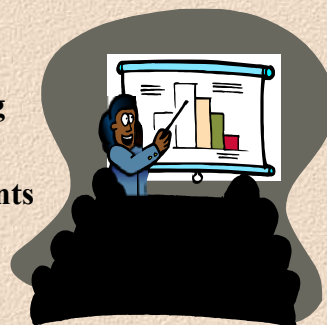
Course Description:

This course provides information and hands-on experience related to planning, conducting, analyzing and reporting on focus groups. It is conducted in an interactive format in which participants utilize the same techniques they would use in real-life situations.

This course is designed for a two-day delivery from 9:00 a.m. to 5:00 p.m. Course size is limited to a maximum of 12 participants representing various community-based organizations. Teaching strategies include lecture, group activities, group discussion and some nontraditional methods.

The topics covered during the course are as follows:

- ▼ What are Focus Groups
- ▼ How to plan Focus Groups
- ▼ How to develop questions to use when conducting Focus Groups
- ▼ How to recruit and select Focus Group participants
- ▼ How to analyze the results of Focus Groups
- ▼ How to report Focus Group findings



To successfully complete the course, participants must:

1. Be present for the entire course.
2. Actively participate in the sessions, including group discussions, exercises, and practices.

