

Evaluation Working Group Webinar

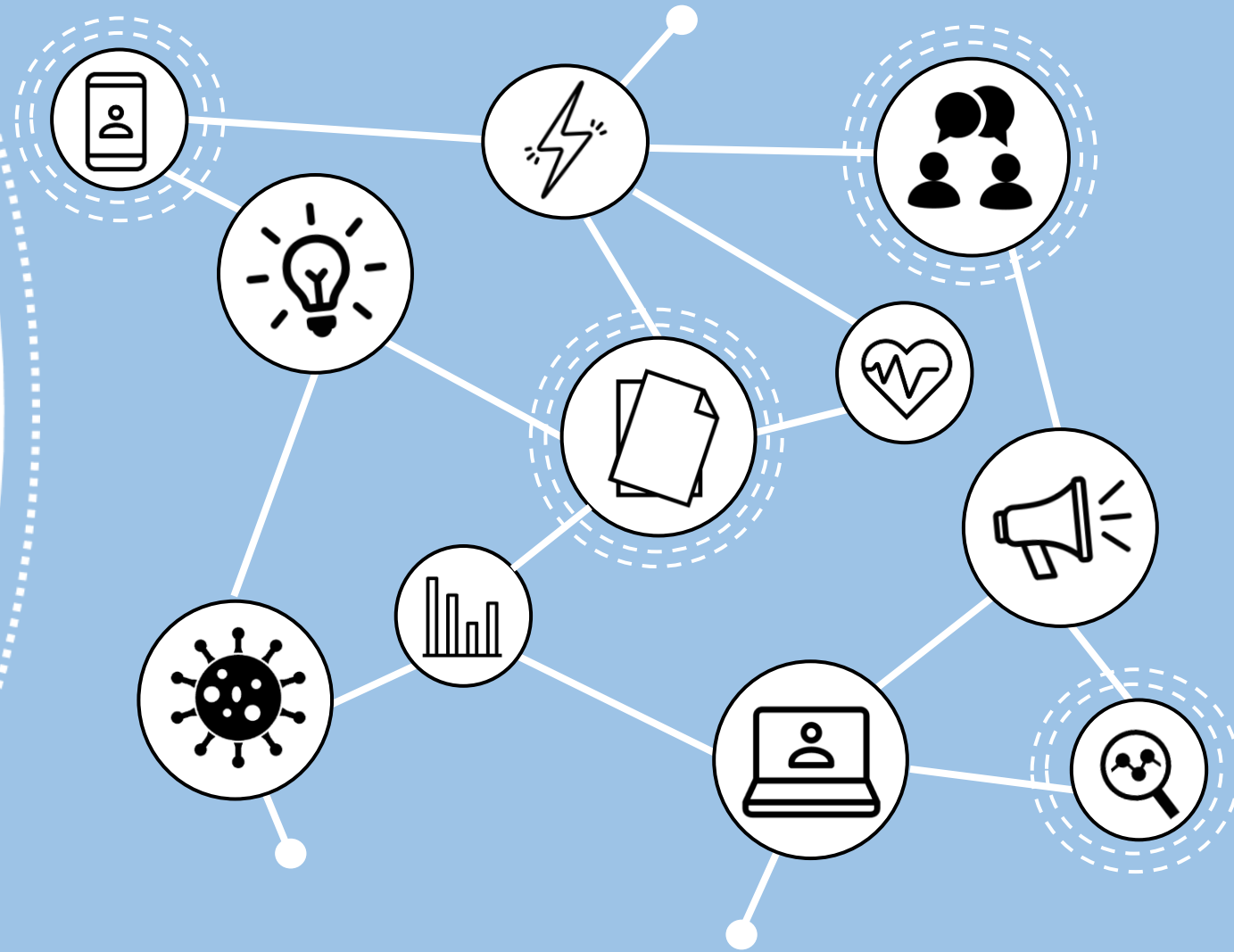
Focus Groups with Children

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University of East Anglia*

**7th October 2022
11:00 – 12:00**



**East of England
Population Health Research Hub**
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Introduction





Overview of the Session

My Experience and examples of focus groups with Children
Benefits and drawback of focus groups
Pre-meeting checklist
Rapport Building
Questioning
Task/activity
Closing the meeting
Top Tips





My Experience Conducting Focus Groups





Positives and Negatives of Focus Groups with Children

Positives

- Children feel comfortable with peers
- Check understanding of questions
- Deeper dive into questions
- Use of a comfortable environment
- Can be more age appropriate than alternatives

Negatives

- Rapport needs to be built
- Answers can be effected by other in group
- Children may be shy
- Can be more time consuming than alternatives (group size, length)
- Specific limitations online i.e., body language





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Pre-Meeting



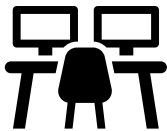
Information Sheet:
Parents/Carers/Children



Assent from Children:
Verbal & Written



Consent from Parents,
including recording



Online location,
surroundings and
devices



In-person location,
where and what to
bring



Adults, their role &
guidance





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Rapport Building

Appearance – think about what you wear and what you bring with you

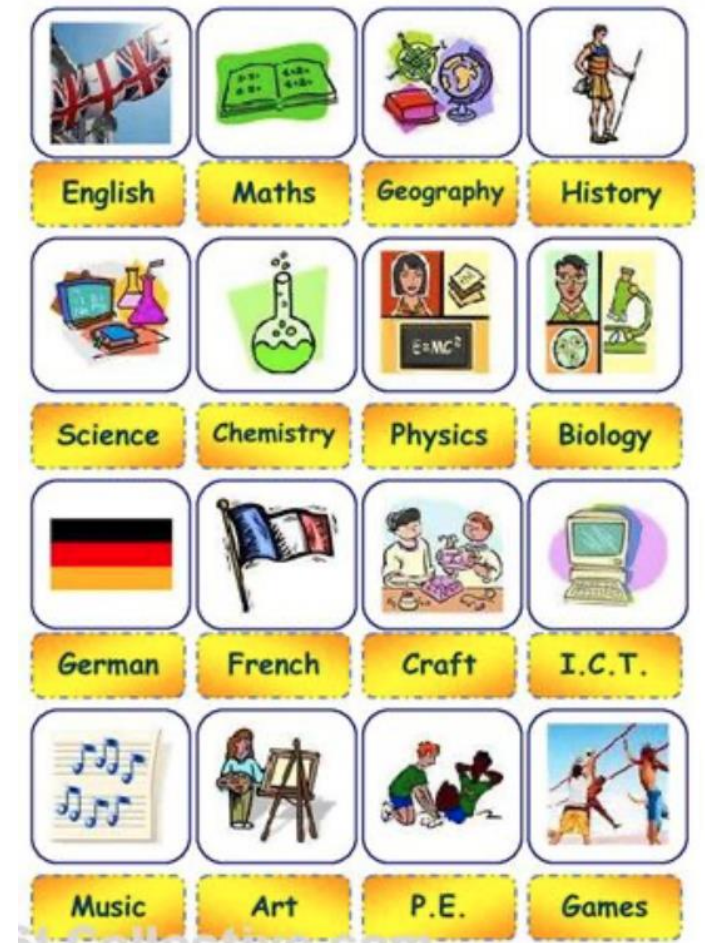
Smiling – friendly approach

Names – learn and use names, name tags

Small talk (e.g., how was day, what did you do during play time?)

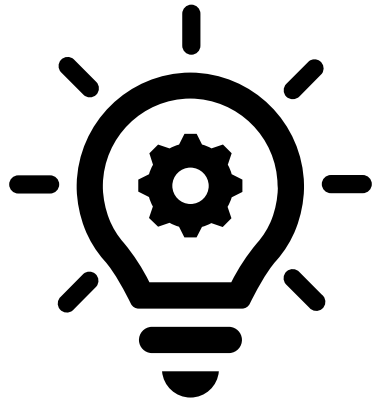
Shared experiences (e.g., when I was at school.....)

Icebreaker – Favourite?





Questions? Quick Task...



Icebreaker Task:

Come up of an icebreaker task that you could use in your research.....or for this example situation:

A group of children have arrived for a focus group on breakfast cereal, they don't know each other, what ice breaker task/question could you give?





Questioning



Interview guide
Re-worded questions
Main areas to cover



Start one by one
Progress to hands up
Ask those who do not volunteer
answers



Summarise points given
Re-phase/clarify
Check for any additions





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Activities/Tasks

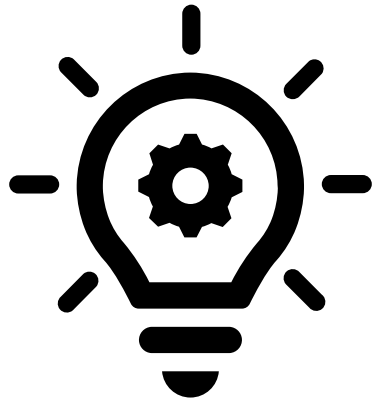
Activities, tasks, or things other than just talking, can be a great way to get richer data from the children, and help the shy children share more.

Pen and paper exercises can take the focus of eye contact and talking to an adult, to looking and describing what has been written/drawn





Questions? Quick Task...



Activity Task

Come up of an activity that you could use in your research.....or for this example situation:

A group of children have arrived for a focus group on breakfast cereal, you want to find out what they eat frequently, what could you ask them to draw/write, or can you think of other activities other an questioning?





Closing the Questions

Summarising – recapping what was said

Anything missing?

Impact of their contribution





Top Tips

Background to online call

Physical space/room and possible distractions

Inform adults of what their role is (whispering, feeding information)

Okay not to answer any questions

Run two audio recordings just in case!

Otter ai (consent)

Reminder for forms and sessions





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Thanks for Listening...any Questions?



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Evaluation 'Drop-In' Clinics

Are you thinking about carrying out and planning an evaluation at work? Do you have a question or challenge you like to discuss with an expert and get some advice on?

Book a place at our evaluation 'drop-in' clinic where you can meet online with **Professor Andy Jones, Public Health Expert Advisor, Norfolk County Council** on a one-on-one session for advice and guidance on the next steps for your evaluation.

Stay tuned for the upcoming one on our website:

<https://adph.org.uk/networks/eastofengland/phresh-events/#drop-in-clinics>

All are welcome – no question too big or small!

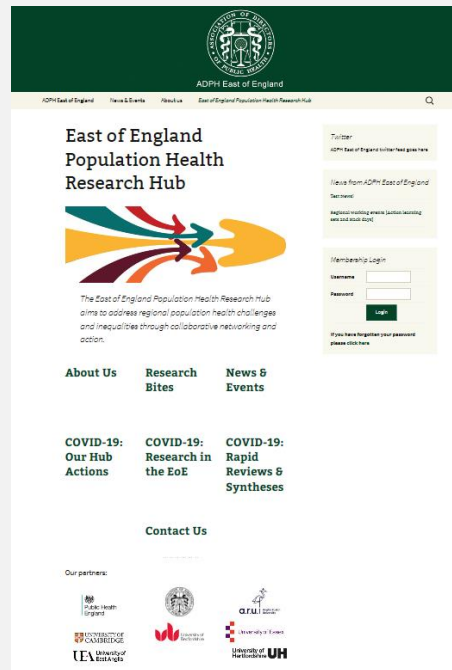


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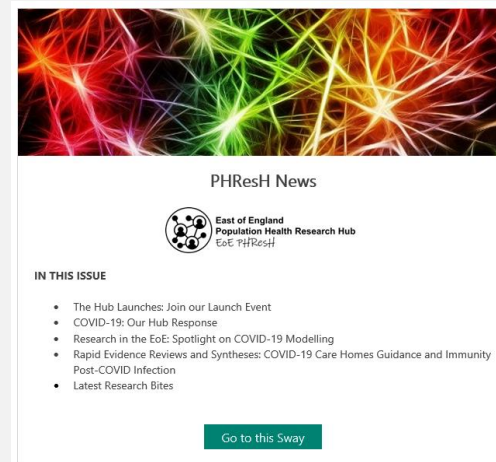
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The EoE Population Health Research Hub aims to address regional population health challenges and inequalities through collaborative networking and action.

East, England

Joined March 2020



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