

Focus Group Preparation Checklist

2-3 weeks in advance:

- Recruit participants (6-8 per group, ideally)
- Develop focus group questions and consent form
- Assign facilitator and note taker roles

2 days in advance:

- Finalize focus group questions and consent form
- Finalize participant incentives
- Plan snacks (quiet snacks, e.g., water and fruit; avoid chips and anything that crunches)
- Test recording device

Bring to focus group:

- Consent forms (and pens)
- Snacks
- Name tags/tents
- Recording device and extra batteries, if applicable
- Incentives
- Sign-in sheet (or, have notetaker take head count)

Immediately after focus group:

- Document "first reactions"
- Transfer recording to computer