

SCAN: Focus Groups and Key Informant Interviews

INSTRUCTIONS: The following section contains materials for recruiting, organizing, and facilitating data collection with consulting stakeholders in the SEED Method who participate in focus groups and interviews – referred to as SCAN (Stakeholder ConsultANT) participants. SCAN participants are engaged through a one-time participation in a focus group or key informant interview. The purpose of this consultative engagement is to gain additional perspectives and experiences with the health topic beyond those of the Topic groups.

Focus groups: Focus groups are interactive group meetings that allow participants to share their experiences, perceptions, and opinions about the health topic. People involved in this type of participant group will be involved in a one-time only focus group lasting approximately 90 minutes. This is a great way for people to participate who may not be able to commit to a more involved, long-term commitment like the Topic groups.

Key informant interviews: One-on-one interviews, lasting between 30 and 60 minutes, will be conducted over the phone or face-to-face. This allows for people to be included in the study that might not be able to meet for longer periods of times (Topic groups) or are not able to attend a focus group. Rather, this includes people who have busy schedules or who might prefer to meet privately (i.e., health care providers (MDs), policymakers, etc.).

Research Team and Topic groups should work together to decide the composition of focus groups and interviews. We recommend revisiting the completed *Stakeholder Identification Matrices (Matrix 1 and 2)* (see **Community Research Team Templates** part of the Toolkit) to consider including groups of stakeholders that may not be represented in Topic groups. All focus groups and interviews should be conducted and analyzed prior to Topic groups beginning Facilitated Activity #1 (Creating Conceptual Models).

Focus group and key informant interview guides should be developed collaboratively with the Research Team. We recommend brainstorming a list of open-ended questions that tap into the types of information one is interested in learning from SCAN participants. These questions should then be tailored to each focus group and interview that is conducted.

MATERIALS: You'll find the following SCAN materials included in this section of the Toolkit:

Templates

- Focus group cover sheet template
- Focus group guide template
- Key informant interview cover sheet template
- Key informant interview guide template

Examples (PDF)

- Focus group guide example
- Key informant interview guide example
- Focus group recruitment flyer example