

TPPI Conference Call: Focus Group Debrief
Feb. 28, 2011, 10 am- 11 am

On the call: Wendy Wallraven (Drury), Noelle, Amanda, Karen, Kris, Nadia, Consuela, Lannie, Pam, Rudi, Dorothy Mack

1. Highlights:

Positives: Noelle: broadly the timing was tricky, scrambled to make it happen

Nadia: positive the parent group, floored by how open they were and brought up things I wouldn't have thought would come up, and good flexibility to transition between topics

Wendy: logistics were scrambled, but impressed with boys who participated and who were genuinely interested and excited to be asked those questions (often left out of those conversations); parent reactions: everyone was really supportive.

Rudi: boys at high school, 9, all remarkable game for having the conversation, many had had challenging upbringings and had insightful things to say

Karen: people eager to talk about the topic

Amanda: parent group in North Adams, valuable info, MCLA happy to participate, talk more? Dalton groups went well too.

Lannie: two groups went well, had good turn out, good facilitators

Pam: good turn out, all girls, Teen Moms and PHS girls, amazing the difference between the girl groups; remarkable.

Kris: boys at THS, logistical challenge, chaos; 15 boys was way too big, hard to manage. No hesitation talking. Hard to manage that many kids. Parent at Brigham (7) was wonderful. One Dad was great. Learned a lot from it. Appreciated being asked their opinions.

Consuela: really a great way to spend a week, a lot of federal cuts happened that week, but to hear from young people was great; young adult group "what's the disconnect between intention and behavior?".

Negatives: logistics were a problem, recruiters hadn't been in the meetings, still didn't get non-degree holding parents in Berkshires;

CASH: organizationally, they had gotten the check from United Way, she had to put in for reimbursement. Sometimes didn't have enough. Procedure process: need to add more next time, also for tip for pizza.

MCLA: would have wanted to have the MCLA confirm they were going.

Survey interested in participating did not result in many folks actually attending.

Lannie: put the check to the bank, got all tens, had the envelope, completely separate from RRYB budget so was more simple.

"GET ALL 10s"

Notes: got notes back from people really quickly.

Consuela has all paperwork for all the groups she facilitated.

Lannie: were **thank yous** sent out? Kris: when Consuela gets summary draft, then we would send that out to them. I can send them the report but not send out any other emails unless they said they would want to on mailing list.

Nadia: would send an email to say thank you.

Adults: were just really thankful that someone was asking for input, and several people we were not connected to and continue to open communication with them. Locals can do that. United Way will then send an email to those we know with the report attached.

Additional Focus Groups

Parents who are in a diff. Socio-economic background; and Spanish speaking focus group

Rudi: how go about assembling a group like that in a sensitive and diplomatic way?
Low income, low education

Kris: couple of options

1. the WIC offices with advance notices, \$10 (these would be young moms, not parents of teens)
2. Chris Mehan, transitional assistance, not as good an option
3. Berkshire Works, could ask them.
4. Adult Learning Center, and Literacy Volunteers

Conseula: WIC and ALC are good places to try.

Ed from BHS would try to work with us on a WIC focus group; Kris will reach out to him to make it happen.

ALC: Ann Marie would also ask Vinnie to get it done. Kris will ask Ann Marie.

Timeline: how quickly can it get pulled together?

Let's be flexible, if it can be done quickly it can be incorporated into the report, but if not then it will be part of the on-going planning.

Spanish speaking: on going work, but need to think about how to get this done earlier, rather than later. Build linkages with parents. We have two facilitators interested (E Freeman and Imm. Ctr)

Rudi: wanted to say that Consuela did a GREAT job. She's a master at what she does.

Community meeting: week of April 11, not the 18th (school vacation)

5:15 time is best

Central county is the location for the first community meeting

Policy makers and everyone else. Parents

Then go out to each region for follow up work

Recruitment for the meetings: stakeholders ok, but our design for the meeting needs to be different; need a planning committee for the meeting.

What about offering child care during that time?

We will have to do that.

Do we have any licensing requirements? Consuela: ease, used to hire the child care workers from provider agency. Or other community agency that works with kids.

Face to face on the 11th or 16th to do logic model and community meeting and need a subcommittee to do the community meeting. Will have to come up with an alternative date or dates.

Community meeting planning is not complicated but needs attention.

Pam and Rudi: Thank you Consuela for your fantastic job doing the focus groups! You were amazing! Folks were so connected to you! You were fabulous working the room. And we appreciate your flexibility, moving things around. Everyone did a good job with that.

Consuela and Martha (BUW) will put together a grid of what we have and what we don't re: paperwork from focus groups

Consuela will send out something with focus group summary.

Timeline: All Data in by 3/3

Analysis: 3/3 – 3/18; Draft Report done by 3/18

Feedback: 3/21 – 3/25 comments due