



## “Focus on Focus Groups”

Wednesday, March 14, 2012

The Richard Stockton State College of New Jersey, Pomona, NJ

Program 9:30am-3pm; Registration opens at 8:45am

This workshop will center on the use of focus groups as a powerful qualitative data-gathering methodology for use in a wide array of public health settings. Learners will be exposed to the 6 “P’s” of focus group facilitation – Purpose, Participants, Presider, Place, Protocol, and Prompts – and will leave with the skills to plan, execute and evaluate effective focus groups.

By the end of this workshop, all attendees will be able to:

- List the three uses of focus groups in public health settings
- Discuss at least three strengths and three weaknesses of using focus groups as evidence-based research methodology
- Describe at least three examples of focus group design options and analyze benefits/barriers to each option
- List five helpful strategies for focus group participant selection, recruitment, and engagement
- Articulate three strategies for effective focus group facilitation and how those strategies affect qualitative data-gathering
- Demonstrate the ability to generate focus group prompts and protocols



Name:

Title:

Employer:

Business Address (street, town, zip):

Phone:            Email:

NJSOPHE Member \$35.00

Non-member \$55.00

Full-time student \$15.00

Stockton staff/alumni \$35.00

Register early to ensure your seat. Walk-in registration not available due to class size limitations. All registrations must be received one week prior to the course. Checks/POs should be made payable to: NJSOPHE. Send registrations to: Dominika Samojlik, HealthEd Group, 100 Walnut Ave-Ste 407, Clark, NJ 07006. Email questions to: [d.samojlik@surroundhealth.net](mailto:d.samojlik@surroundhealth.net)

You must have an account on the New Jersey Learning Management Network (NJLMN). To create your account, go to <https://njlmn.rutgers.edu> and follow prompts. In the event of inclement weather, the status of the course will be posted on the New Jersey Learning Management Network (<https://njlmn.rutgers.edu>)

CHES/MCHES credits and continental breakfast and light lunch included in registration fee.  
No refunds available after March 7, 2012

*Sponsored by the New Jersey Society for Public Health Education (NJSOPHE), New Jersey Public Health Training Center, UMDNJ-School of Public Health and The Richard Stockton College of New Jersey*