

Using focus groups

a comprehensive introduction

21 November 2005



Health
Promotion
Agency

Using focus groups

This one day course is a comprehensive introduction to conducting focus groups in the community and commissioning focus group research.

Participants will gain the knowledge and confidence to carry out research through focus groups and to communicate effectively when commissioning research. The course also provides the opportunity to be a participant in a focus group in a supportive training environment.

Topics covered in the course include:

- What are focus groups and what information can they give?
- When are focus groups the appropriate methodology?
- How to facilitate focus groups.
- How to analyse data from focus group discussions and write reports.

Potential participants

This event will be of interest to anyone working in health promotion and public health who wishes to update their skills in focus group development. It will also appeal to anyone involved in commissioning research or carrying out health-related focus group research within the community, voluntary or statutory sectors.

Date of course

21 November 2005

Venue

Grosvenor House, Belfast

Facilitators**Yvonne Bostock**

Yvonne has gained substantial experience in training and consultancy over the past 20 years. She has a background in qualitative research and communication skills training. She has published widely on a range of subjects including smoking, HIV/AIDS, women's health, diet and exercise. She was also involved in developing a partnership programme for a health project in Scotland.

Alan Ross

Alan has a background in communications and health promotion. He has worked in research since 1990 and has been an independent research consultant for the past 10 years. He has carried out work for the Health Education Board for Scotland, the University of Glasgow, the University of Edinburgh, independent research companies, Health Boards and Trusts, and numerous statutory and voluntary organisations. He has specialised in needs assessments, with involvement in over 500 focus groups.

Booking

Booking forms are also available to download or submit online at: www.healthpromotionagency.org.uk

Closing date for applications

4 November 2005

Cost

£90



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