

Issues and topics

Some topics may need further discussion and may require more time. It is important to record the topic and discuss it later when appropriate.

Focus Groups:

The purpose of the focus group is to collect information regarding the knowledge, attitudes, and beliefs of AI/AN people regarding soft drink consumption in order to provide culturally sound and effective strategies to reduce soda consumption in their communities.

- You will need a facilitator if you are going to conduct a focus group sessions. A facilitator's role is to:
 - Be a resource person and leader
 - Be responsible for arranging a meeting for everyone to participate
 - Move the process along and help the group accomplish its objectives
 - Keep and enforce the ground rules
 - Give clear instructions and guidance about the activities
 - Monitor the meeting to keep on time and allow extra time for discussion.
 - Be non-judgmental and supportive
 - Provide essential information, and not opinions.
- Some major themes may emerge from the focus groups: for example soda pop consumption, the health impacts of soda consumption, health education messages, and intervention strategies.