

Resource 1.8: Conducting focus group discussions

Preparations:

- Select the participants. They should be part of the target group you have specified in 1.2 (e.g. primary caregivers) and include doers and non-doers.
- If your target behaviour can only be performed if the household has certain infrastructure (e.g. latrine) and you do not plan to include building this infrastructure during the project, only include households that already have that required infrastructure.
- Consider Resource 1.4 when selecting participants and decide carefully, who you invite together.
- In any case schedule separate discussions with doers and non-doers.
- Use Resource 1.10 to prepare the questionnaire guide.
- Prepare questions on both the target behaviour and the competing, undesired behaviour.
- Material: paper cards, pens, flipchart, tape
- Staff: One moderator and one note taker.

Introduction and consent:

- Give introductory information about the target behaviour and that you are interested in the participants' opinions regarding advantages, disadvantages, and barriers to the behaviour.
- Explain that participants help you and the community most by giving answers that truly represent their opinions.
- Explain that you are interested in participants' thoughts and opinions and not in any particular answers and that there are no right or wrong answers.
- Obtain participants' agreement to conducting and documenting the discussion.
- Make a list of all participants, their age, gender and (if relevant) position (or why they have been included into the FGD).

Procedure

- The moderator poses the first question from the interview guide, and lets participants write their answers in short expressions (one or a few words) on cards (1 to max. 5 per person).
- Once every participant is content with the words they wrote, each participant explains each card and hands it to the moderator, who one by one (as they keep arriving) groups the cards by content, e.g. by sticking them to the wall or blackboard.
- When all cards are grouped, participants discuss the result and if necessary, cards are moved.
- Each category is then given a headline and a photo is taken. The co-moderator writes down an explanation / resumption of results.
- Repeat this process for each behavior; if necessary, with a new group of participants.