



Children's Trust of Alachua County

Listening Project

Parent/Caregiver Focus Group

Date of Focus Group:

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Location:

Focus Group Moderator's Name:

Number of participants:

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Time of Focus Group:

Start |__|__:__|__|

End |__|__:__|__|

Preparation:

Take photos of each gift card, showing the serial number.

Purchase snacks and bottled water sufficient for a group of 13.

Arrange room seating in a circle, if possible. Provide space in a corner for any children who may be accompanying participants. Have on hand a few coloring books and crayons.

Print copy of contact sheet (last page).

Introduction:

Thank you for participating in this discussion. We are meeting today to get your feedback on your community in Alachua County and your experiences as a parent/caregiver in this community.

This focus group is part of a Listening Project run by the Children's Trust of Alachua County. The goals of the Listening Project are to hear from a diverse group of parents and youth about how the Children's Trust can better facilitate access and opportunities for all children in the county. We want to hear about your experiences as a local parent and in what ways the Children's Trust can be of support.

Have you ever participated in a focus group? A focus group is a group discussion led by a moderator around a set of questions. I have the set of questions here in front of me to help guide the conversation. I'm going to ask you questions and I want to hear your perceptions, experiences, and thoughts – there are no right or wrong answers. We will not be using your names or any other identifiers that you share today. As we go through the questions, please be

honest in your feedback – it’s the only way we can figure out where we need to improve access and opportunities for all children in the county.

Ground Rules:

- Only one person speaks at a time
- We respect all opinions (it’s unlikely we will all agree on everything)
- There are no right or wrong answers or opinions – we don’t all have to agree
- We ask that you please respect everyone’s privacy – don’t identify anyone who participated outside of this session and don’t repeat information shared with the group outside of this discussion.
- I will be recording, but that is only so that I can be sure that I wrote everything in my notes correctly. We won’t share the recording with anyone outside of the research team.

Any questions or comments before we begin? Okay, let’s get started! [begin audio recording]

1. Let’s get some background information first. How many children do you have (ages 0-18), how long have you lived in Alachua County, and what is your home zip code?

# of Children	Years in County	Home Zip Code

Neighborhood:

2. Let’s talk about your neighborhood, which includes where you live and the places nearby where your children often hang out. A great neighborhood is safe, has outdoor places where children can exercise or meet with friends, has healthy food options, and has interesting things for children to do, like a library or recreational sports. There can be other things I haven’t included that also make a neighborhood great. What’s great about your neighborhood for your children?

●

3. Still thinking about your neighborhood, what’s not so great about it? What is it lacking for your children?

●

4. How about public transportation? Is there plenty of public transportation in your neighborhood? Do you use it? Why/Why not?
●
5. What community services or resources do you find particularly helpful in supporting you in raising your children?
●
6. If you could improve your neighborhood for your children by adding just one thing, what would it be?
●

Healthcare:

7. Let's talk about healthcare for your children now. That would include getting medical, dental, or vision services for your children. Are there any community services or resources do you find particularly helpful in getting healthcare for your children?
●

School:

8. Let's talk about school now. Does anyone have children who are preschool age? If yes, do they currently go to VPK or a preschool? If yes, what are your thoughts about your child's preschool?
●
9. Does it [your child's preschool] meet your needs as far as hours, services, costs? Why/why not?
●
10. Do you think it [your child's preschool] is doing a good job preparing your child for kindergarten? Why/why not?
●
11. Who has children in elementary, middle, or high school? Okay, what are your thoughts on the quality of education offered in your child's school?
●
12. In what areas does your child's school need to improve?
●

13. If your child needs help with academics, what do you do?

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Afterschool:

14. Do your school-age children attend some kind of afterschool club, such as Boys and Girls?
For those who say yes, what do you like about it?

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15. Does your child's afterschool program help with homework or provide educational programming? If so, what do you think of it?

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16. If you don't have school-age children in an afterschool program, why not?

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General Needs:

17. We've talked about a lot of areas. Thinking about your family and your children, what is one thing we haven't already talked about that the Children's Trust could do or provide that would help you in raising healthy, happy, and well-educated children?

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Wrap up:

Thank you all for participating today. Three last things:

1. I'm giving you my business card [alternative: provide email address]. If you think of anything else you would to say or if there are some things you didn't feel comfortable sharing in this group but that I should know about, please drop me an email.
2. There are also additional opportunities for parents/caregivers to give feedback through surveys and participation in community meetings to be held in November/December 2022. The Children's Trust will be sharing back the results of the Listening Project in May/June 2023. You can stay updated on the Listening Project by visiting the Children's Trust website at <https://www.childrenstrustofalachuacounty.us/>.
3. Each of you will receive a \$25 gift card for participating. I need to record your name and a photo of the gift card for CTAC's accounting records. I've got a sheet to record that information and a few other pieces of data we need, including your preferred gender and race/ethnic background, so that we can make sure we are getting input from a

diverse group. I'll pass around the gift cards and the form for all that information. [print copy of next page prior to hosting group]

Date of Focus Group:

Name	Email Address	Gender	Race/Ethnic Background	Last 4 Digits of Gift Card