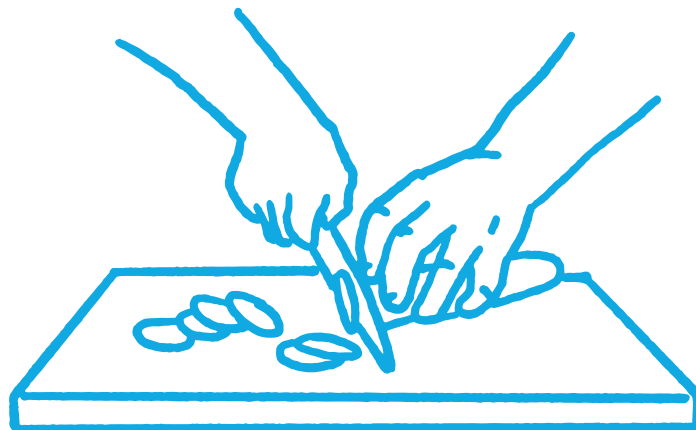


Focus Group Dinner Tool

A Focus Group Dinner is a great tool for understanding what challenges residents in an area face when trying to find and eat healthy food.

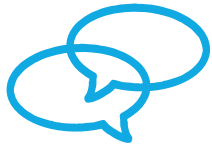
Hosted in a community space, the event allows residents to enjoy food together, learn and share healthy cooking strategies, and contribute to the dialogue about what culturally appropriate food access looks like.

You can do your own Focus Group Dinner. Here's how!



Preparing

- ① Find local cafes, restaurants and eateries that are interested in collaborating on a project. Inviting groups into local businesses can also help bolster their business and awareness in the neighborhood.
- ② Determine different roles for the gathering: for example, who will prepare the food, serve it, and host the conversation.
- ③ Determine what your goals are from hosting this session, and what the desired outcomes are.
- ④ Consider the number of people to invite and ensure it's appropriate for the venue space.
- ⑤ Determine who will be preparing the food, serving it, and hosting the conversation.
- ⑥ Prepare a healthy menu to instigate conversation around healthy food. The conversation can be developed to inform future menu iterations too.
- ⑦ Prepare some engagement questions and prompts beforehand to help guide the conversation (see script below).
- ⑧ Determine how you will record the conversation and gather notes.



Community Engagement

Below is a sample script with prompts that you can use to guide the conversation:

Hi everyone, I'm _____ and I work at [Insert organization name]. A couple of people I work with are joining us tonight, and I'll let them introduce themselves.

Thank you for joining us tonight to enjoy the lovely [Insert venue/restaurant name]. We will be talking about what healthy foods mean to you and ideas for the menu items. [Insert focus group goals]

Tonight's discussion is confidential, and will only be kept between our team at the [Insert organization name] and [Insert venue/restaurant name] staff. All answers will be grouped together and your name will not be directly linked with your answers. Your participation is completely voluntary.

This discussion will take about [xx] minutes. There are no right or wrong answers to the questions, we want to hear your opinions. It is okay to disagree with someone else, we want to hear all opinions. Please be respectful of everyone's thoughts in this group.

We will be recording the conversation so we can listen back to the ideas shared. So we can hear everyone, we ask that only one person talk at a time.



Prompt Questions

1

We would like everyone to quickly introduce themselves. In one sentence, please say your name and your favorite memory about food.

2

Think back to a time when you ate something that felt healthy or nourishing. What was the food?

- How did it make you feel?
- Why do these foods make you feel healthy?
- Why do these foods not make you feel healthy?
- Did you prepare the food or did you purchase the food already made?

3

Why do you choose to eat healthy food?

- What does healthy food mean to you?
- What helps you to eat healthy food?

4

Have your eating habits changed over your lifetime?

- How did your eating habits change?
- What prompted the change?

5

Where do you get healthy food from?

- When you eat outside your home, where do you get healthy food from?
- How far do you travel to get healthy food?
- Do you feel like your community has the healthy food you are looking for? Is there anything missing in your community to get healthy food?

6

How do you decide where to get food from outside of your home?

→ Does anyone in your household influence where you get healthy food from?

7

Please describe your favorite dining experience outside of your home.

→ How did the space feel? Seating, tables, layout of place, location of the kitchen, etc.

→ Who were you with?

→ How did the staff make you feel?

→ What types of food were on the menu?

→ How did you decide what to order? What did you order?

→ What did the food taste like?

→ How was the food served?

→ Did you take your food home to eat, eat outside, eat inside the place, etc.?

8

How did tonight's meal make you feel?

→ What did you like about the meal?

→ What would you change about the meal?

9

Who are you going to share with about tonight's meal?

→ What are you going to tell them about the food?



Recording Information

Plan ahead how you plan to record the community feedback, so it can be used to inform your goals. Info can be recorded through various methods including:



Participant photos



Video/Audio recordings



Note taking



Requesting participants undertake a written survey throughout/at the end of the dinner



**And that's it! The power is yours.
Tell us how your Focus Group Dinner goes.**

