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Focus Groups: Not Your Average Market Research Strategy

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>>Hello everyone. Thank you for joining us today. It looks like we are at the top of the hour. We can get started with their presentation.

>> Thank you. Good morning. Good afternoon everyone. Welcome to this webinar and focus group. Not your average market research strategy presented by Praxis international in partnership with the violence against women. My name is Amalfi Parker-Elder. I am joined today by my praxis colleague Liz Carlson who will help us with the technical aspects of the webinar. In just a moment I will ask Liz to give us a brief idea that. First I would like to introduce our guest presenter today. Annie Struby. Any is the Closed Captions three . She provides direct services to providers. In coordination with community partners. She has a legal background and experience in representing. Any, welcome and thank you for being here. Can you tell us a little background on the history of the Kansas City audit and assessment for the Rose Brooks Center.

>> Amalfi, this is Liz. We just had an audio glitch with Annie. So I will go ahead and do our webinar details while Annie gets reconnected . And then we will backtrack.

>> Thank you. I am back.

>> Good.

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>> So, Annie I will review the webinar details and I will turn it back to Amalfi and she will ask you to talk about the Rose Brooks Center and your experience with audits. Okay question mark

>> Okay. Thank you.

>> Very good. Hello everybody we are so glad you are with us today. I will just touch upon a few webinar logistics to smooth your connections and your process in the session today. First of all I would like to call to your attention for accessibility purposes, you will notice that there are Closed Captions rolling at the bottom of your screen. We just ask you for your patience if you notice that there are some errors and variably that happens. Also, we encourage you to connect with us our presenters, during the course of our webinar. The best way will be through the Q&A box that you see at the top of your screen . Feel free to utilize that box at any point. Share your questions and comments with us freely. Your messages will come indirectly to us and we -- come directly to us. Within each of these boxes that you see on your screen, you have the ability to adjust the display. If you click on the icon, on the far right of each of those boxes and on the top. You will see there are various pod options. When you click on it it will allow you to increase the font size, color and so forth. Feel free to utilize those options at your discretion. We always recommend that people participate in this webinar by telephone for the most -- the best sound quality. And so, if your computer is connected by audio -- Internet audio, and you notice that the quality is inconsistent, you are welcome to dial in by telephone at any point. And once that phone, -- connection is made, turn your speakers off and you should have pretty consistent sound thereafter.

>> The only two other things that I would like to let you know is that if you have any glitches, or technical issues, throughout today's presentation, utilize that Q&A

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box to connect with either myself or our webinar host, Patricia . To help you troubleshoot this session is being recorded and will be posted on the IATA website page of the Praxis website. You can look for that at the end of the week. So Amalfi with that, I would ask you to go ahead and connect with Annie and have Annie get started.

>> Thank you , Liz.

>> I am glad that we worked out the technology and hopefully will not have any more hiccups. Thank you all for being patient. I would start now by asking you to tell us a little bit of the background of the Kansas city auditor assessments process and a little bit about the Rose Brooks Center. Just to give us some context.

>> So several of our CEO and two other employees went to the Institute at Praxis years ago. Six or seven years ago. And then when we were able to get the funding to be able to start the process, then I became the audit coordinator or the assessment coordinator. And so we began with a two day training by a Praxis representative here in our community. That was after -- I think we did it differently than some communities. I think a lot of communities start out and grow their audit from the coordinated response group or CCR. We do it a little bit friendly in that we decided to do the audit and did not have with us a CCR at the time. And so we in conjunction with our community partners, went and worked with the agencies, the other agencies to choose a representative from each agencies to be on our team. At least one person. Before we did that we went to the mayor, we went to the chief of police, we went to our County prosecutor who is an elected person here, and so we talked to all of those people. Got them on board and everyone was really excited about the process. And so we started putting that team together. From the various agencies that were going to be involved. And then after that, Denise came down from the Praxis for the today

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and training to get us started. We rolled with it from there. We have been meeting regularly ever since. We did one phase over about 2 1/2 years. And came out with a report at the end of that phase. We decided to take it in chunks. For first chunk we just looked at investigations. How to recognize cases how it investigated here in Kansas City. And so we look to that piece for two and half years and came out with a report with recommendations. And simultaneously worked on implementation of the report and began the second phase which is going to be charging and bond. So we are a bout a year and a half into our technical phase now. -- Second phase now.

>> So I worked at Rose Brooks Center. A community-based efficacy center here. We have a shelter. A 100 bed shelter. But besides that we have preventative services. We have people that go out into the schools and meet with kids as young as preschool all the way through high school. To talk about violence prevention work. We have children's services here on site as well. Therapy and case management. We have women's case management and we have individual therapy for women who are staying in shelter at and women who are not. There is support groups. Both in English and Spanish. We also have a hospital program. 24/7 response to many other area hospitals in Kansas City. So that we can send an African out if someone comes in and identifies as being a victim of some sort of domestic violence. So we have that. We have really good collaboration from police as well. We have an advocate who is [Indiscernible] based with the Kansas City Missouri Police Department. With the domestic violence detective each day. We have advocates -- ermine useful court which handles domestic violence cases as well as well as our Stater County Court. Advocates in both of those as well as protection court.

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>> There is a lot in the works in your community. So I am happy you are here today so that we can draw upon your ex. -- Your extensive experience. Before we dive into it, I will say a note about the presentation focus group: not your average market research group. Focus groups are used to gather information from people in order to inform marketing strategies or evaluate new products. But focus groups in this context for what we are going to be talking about today, when they are used to affect programming and victims experiences with sisters. In the Safety & Accountability Audits or also known as a community assessment is any will say will give you background on what we mean by those terms audit or assessment. When focus groups are used it is qualitatively different from a marketing strategy. In this setting focus group community conversations talking circles, group interviews with survivors, hope to identify the gaps between victims needs and what the system provides. To help to clarify how different groups experience certain practices. Is it either helpful or not helpful. Careful, thoughtful preparation facilitation and analysis are keys to honoring the system the site survivors have a system responses. This webinar will discuss some concrete strategies and tools that you all can use to organize, gather and document this really crucial information directly from survivors to incorporate into your institutional reform efforts.

>> What you have on the screen in front of you some of you who are familiar with Praxis international's work may have seen an image like this before. And this image is often used to describe the intricacies of all the various systems that a survivor of abuse gets drawn into. One aspect of the work with the coordinated community response to violence against women is to continually engage in reflection and assessment. Effective interagency efforts are continually asking themselves questions such as are we all on the same page? Are we sending messages of hope and accountability? Is every door and open door? Who seek

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circuits drawn into community systems? Who avoids them and why do they avoid them? Do our interventions have any unintended or harmful impacts? And ultimately, will our actions or interventions make things better or worse for Vic toms and their children?

>> So as we were talking about earlier and as Annie mentioned as she stated audit or assessment, there are many tools currently available to communities seeking to analyze and assess their communities institutional response for violence against women. Praxis offers the institution -- institutional analysis as a set of tools to enhance outcomes for victims. Simply institutional analysis is a way of looking at her work. A way of looking at how our work is put together to produce certain outcomes. And that process includes different activities that interagency teams engage in to identify areas for reform. In the mean focus with his work in terms of looking at the system response and how it is working for victims, is that it is focused on the systemic agency reason -- the institutional response. Not the response of individuals. It's not an assessment of how individual practitioners are carrying out their work rather how are they directed and guided to do their work by various things such as policies and trainings. So this process stays very grounded in identifying people's needs and the way in which the daily routines and work practices of institutions that are intervening in those people's lives, are either making it better or making it worse. So the institutional analysis is basically the broad approach and the thing that has several tools. Out of that came certain things for Praxis. The accountability audit. Audit was not a term appreciated by all. So we really moved from the audit terminology to the community assessment terminology. You may hear Annie and myself go back and forth between the terms. Essentially the audit is what Annie was doing in Kansas City. Praxis assessment that you see on the screen is the name that we give to the activities that go into the process of looking at systems and how they operate. So that

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involves the committees such as interviewing practitioners, observing them in the work they are doing, going to court and riding along with police. Mapping out with interagency teams how to these cases flow through our system. And reading case files. And text analysis. Various activities you can do to understand better how your system is responding to domestic violence in your community.

>> The blueprint for safety came out of this kind of context and history of work that is primarily focused on the criminal legal system response to domestic violence providing not only -- not only a process of doing assessment to understand the systems working but the blueprint also provides intensive protocols and policies for agencies to adapt and take on. So these are all the kind of tools that Praxis is currently offering for institutional analysis and performance efforts.

>> This is to give you a background of where focus groups fit in as one tool within the larger framework of Institutional Analysis . So here on the slide is an overview again of the overall process of what that assessment would look like in a community. The goal of an audit or assessment is to support enough sex full and effective implementation of institutional change. The phases that are typically followed would be very similar to what Annie described to us. Forming a team, identifying a main question that your community has the scope with a focus that you want to really hone in with your assessment. And then gathering data. The gap the ring of data happens with the activities that I talked with you, talking to practitioners, talking with survivors, the focus group piece we will be talking about today. And you analyze that information to say where are the gaps? Where are we not working and developers recommendations that can close those gaps. And implement your recommendations and put them into practice.

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>> Here is a nice visual of the various different practice assessment activities. You can see here on this image what we mean by mapping is actually drawing out step-by-step vertically what every step in a case processing is for any particular agency and horizontal really that horizontal you can connect every agency from 911 as you are creating a visual image of how do we process through these cases. Focus groups again talking with people in the community. Focus groups can be done with practitioners as well as survivors. They can be done in groups or individually. Talking to people about their work. Watching people at their work. In case file review.

>> So what is a focus group? Generally speaking, a group interview. If a small group of people with shared experiences. Usually with a specific topic that has been preplanned and that is facilitated. And focus groups are typically in this particular context, doing Institutional Analysis . Learning about the collective experiences of a particular group. Or a particular set of groups. Hearing from those that may not be represented in and official statistics, particularly those in underrepresented and underserved communities. And the idea is to draw themes across participants or across the user pool. It's an odd kind of term but essentially when you are trying to identify what is a certain group in our community experiencing when they are pulled into the system, what are the common experiences? Themes that represent a bigger dapper issue that your effective team wants to probe and learn more about? There are different names for focus group. Community conversations, listening sessions, group interviews, talking circles, and dashes anybody wants to put into the chat some other terms that they have heard, about what focus groups are called, you can put them into the Chad -- chat. If anyone wants to offer up some other names for focus groups.

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>> In the assessment process there are different types of focus groups that you can do. Often we think focus groups are happening with survivors or victims. It's a typical kind of vision of a focus group that people have. But there are so many other applications a focus group. Even though we will focus on groups with victims or survivors on this webinar, you can hold focus groups with offenders, family members. You can hold focus groups with community-based organizations. With the advocates within one organization or cross organization. And to get that insight from the community about what is the real life experience of people in our community dealing with our system? On the flipside of that to better understand what is happening with practitioners to understand more of what is happening with them as opposed to doing one-on-one interviews, you can do focus groups. With either first responders, 911 call takers, patrol officers, really, any kind of practitioners or may be a focus group just with supervisors. Or a focus group of all of the people that touch a specific point of intervention. So for instance, if you are looking at 911 calls and wanting to more -- learn more about that, then all agencies that touch that intervention of 911 can be invited to the focus group.

>> Some distinctions to make. When Praxis enters in communities conducting safety audits or blueprints referred to focus groups with victims, we are generally referring to identifying general topics and roughly following an outline. We try to approach focus groups more conversationally. About creating a list of questions that you would just read out to people. But you can certainly have the topics that would guide the conversation or an outline to guide you through. If you want to encourage interaction as much as possible and a flow of discussion. So that is what distinguishes it more than a one-on-one interview. More of a group conversation. The focus is on group experiences. Reaction to and the impact of an perspective of the intervention. We often will referred to women coming into these groups, if something -- is something about your experience comes to mind,

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or it happens to come up in the conversation, if that becomes difficult, you can step aside. We always try to preface it by saying that's not why we are here specifically to talk to you. These focus groups are not really the time and place we are asking women to divulge their most intimate or private kind of experiences with abuse itself. The focus is what was your experience with this system? Attending to culture is a big part of facilitating the intervention -- interaction the flow and helping those in the room to feel comfortable. And so if we say attend to culture a piece of that is understanding for some culture it is and -- some groups that you made be doing focus -- focus groups you may want to consider if there is any cultural methodology or experiences that would be important to draw upon. The difference then is that with the market research kind of focus group that is more formalized. It is more structured. That typically has the preestablished questions. It's more about giving us your feedback on products or campaigns. And you want really the concrete responses that are filled in to make sure that you have established your market research. Very different from this more descriptive, engaging, dialogue. That is why things like community conversations or listening sessions can sometimes better capture what we mean by focus group in the sense of Institutional Analysis .

>> You will be inviting participants to share their experiences with the system and knowledge about the impact of that system in their lives. To have them feel free to share what matters to them the most. Not about limiting your participants in any way. But I think it is always good to give them they preface that if something comes up, that they are not comfortable sharing, that they also don't have to share anything they are not comfortable with. So part of this will produce and develop an awareness and knowledge of one another's experiences in the room. It will help your team members or your coordinator of your audit better understand the experiences as well to bring them back to the system.

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>> Focus groups in this sense can actually be transformative. So I am glad that I can turn to you, Annie and bring you into the conversations so folks don't have to listen to my voice all day. The transformative nature of for -- focus groups in terms of what happens in the room and what happens afterward outside of the room? Can you tell us a little bit about -- what is that transformative nature of that process?'s A yes. As I said before, thank you so much for having me. I appreciate Praxis giving me this opportunity . Welcome to everyone on the call. When we have had -- we did five survivor focus groups in the first session and three or four this time. And in each one I think one of the things I was nervous about starting out, that people would be retraumatized by talking about this. We do give them the disclaimer you were talked about where we generally say you can share as much or as little about the actual brew -- abuse as you would like to. We don't specifically ask about that. We are just asking about the interventions. What I have found even though I was really nervous about retraumatized they should, it can be an empowering process. That is the feedback that I've gotten from people who participated across the board. And so people have connected within the group with other survivors. They have talked to us afterwards about other services that they might want to receive. A lot of people that have been in our focus groups are people who have been engaged in services. Some of them for a long time. One of my more recent focus groups one of the women had been engaged in services for several years. It occurred to me as she was talking after the group that this may be something that had not -- outside intervention -- police intervention, court intervention, may have been something that does not come up generally in individual therapy or other support groups that are really focused on the abuse and dynamics of domestic violence. That sort of thing. A different experience even for people who have been engaged in longtime services to be able to talk about this is what happened when the police to arrive. This is

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how I felt about it. This is what would have helped me felt safer at that time. We have definitely had good feedback from people who participated and they enjoyed the opportunity to do so.

>> And have you had any opportunities to give people participating in your focus group any sense of the change they are contributing to?

>> Yes. One of the things that I offer is to send them a copy of the report when we come out with that. And that can be -- it takes two and half years. I like to offer that to people because then they can see where it comes full circle. The last question I always ask people in a focus group is is there anything we have not talked about that you want police, prosecutors, other practitioners, that you would want them to know? A lot of times we get great response from that as well. But I do offer to listen back in with the report. Sometimes there are people still engaged with services with us. A lot of them email is better for them because people change phone numbers more often than email. I have communicated with people after the fact.

>> So there is really no one time that you can utilize focus groups in your audit or assessment process. It will really inform what you were focusing on in your assessment. Maybe before you even fully form a team or a particular assessment question or focus, you might go to women in your community or advocates or practitioners to do a focus group to identify some areas that you want to look at in your assessment. In the middle of your assessment process it is really helping you to get more specific information about your area of focus. And certainly at the very end you can use it to that they process that you have gone through. The findings you have been making with your team. What your team has taken away from your entire assessment process. You can take that back or take the recommendation back to women and say are we on the right track with this or do

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you foresee any other type of consequences resulting from changes we might have made in our process? Even then if you do focus groups a few month -- months out from the conclusion of your audit to even check with them in CA are you seeing a difference in the field? Are you experience a difference when you now engage in the system or not? Annie did you do focus groups that I did distinct point in time or did you try them out at different points in your assessment process?

>> We did spread them out over the assessment process. I was glad we did for a couple of reasons. One because it did take us a couple of years. So things can change in that time and we wanted to make sure that it the information we had from people was current. But also for the reasons you are saying. I will be honest when I say when we were beginning our process it seemed very abstract to me. I had a hard time figuring out what the different purposes would be for the focus groups at the different stages. And then it made complete sense when we got started. And got into the process. I would say if it seems a little abstract right now, it really does end up working out okay. It works without -- you don't have to really focus on those areas that various different points, it just comes out like that because you are asking about different interventions. You can say one of the things that has been considered is do you feel like this would make you feel safer if the this happen when the police show up? It really does work like that. It was hard for me to wrap my brain around it before we were in the process of doing it.

>> Previously I coordinated the blueprint for safety in New Orleans and am now working with Praxis on the blueprint we work for all of the blueprint communities around the country. There was a conversation recently about not really fully getting this whole Institutional Analysis process. And so yours -- until you are

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smack in the middle of doing it. Doing it is really the best way of seeing and understanding. So I completely understand what you are saying about that.

>> Let -- the focus groups of this nature we typically would include at least this kind of grouping of people that you see here on the screen. There's kind of oh role and a reason for each of these reasons bash roles. You don't always have to have a notetaker or an observer or really even an advocate. But we will talk about why it can serve you well and can be very important at times to make sure that each of these roles are for Phil. The facilitators community members or advocates make really great facilitators. Advocates are already clued into and work often with experiencing abuse. Those connections are already there. Sometimes it can work really well to have the advocates who works with the women, who is an advocate for the women, invited to work and be part of the group to be that facilitator or be cofacilitator. That is already someone they know and are comfortable with and a rapport has been established. Again it goes to fostering more of that comfortable safe discussion and conversation. Not just interviewing with a list of questions. The facilitators main role is to talk with survivors. Encouraging them to follow up on things that may be shared that maybe you can get some more information on. Making sure everyone has that chance to speak. No one has to feel too left out. Sharing -- steering the direction of the conversation. It so that it does become to -- if it may be shifts too much to experiences with advocacy experiences you may be can steer it back to another response. Definitely establishing the parameters, ground rules, passing out consent forms things like that. Some of the challenges can be with dynamics. In your community you would have to decide who are we doing this focus group with? Is there anyone here in our team or in our community that would best fit those dynamics question mark notetakers, we stress and emphasize notetaking during the assessment process in all activities. So not just focus group. Any

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activities you are doing. Anything at all that you are doing. In the assessment process even when you briefly chat with someone. All becomes important information in your overall audit assessment. So no take, noted, note take. In the focus group setting the facilitator who is trying to maintain as much engagement and eye contact in connection with the people in the room, does not have the ability to take notes. But again, since this is about collecting information that you will again take back to analyze and combine with information that you've gathered from other settings, note taking becomes important. You don't lose the information. With focus groups you can consider recording focus groups. But definitely do so by speaking to the women involved about that. Either ahead of time or inviting them into the group or at the beginning of the group it is something the facilitator that facilitator can bring up asking if people are comfortable being recorded. With that comes notetaking or recording letting them know we are not going to identify names. So that is what we have here that quotes are really good. If you can capture quotes from participants, it's not important to put a name by that direct quote. To give that assurance to participants that they are not going to be personally identified when the information is used later. Observers, it can be extremely transformative for practitioners to observe focus groups of survivors or victims of violence. Recently in Midland County where one of the group's are the recently successfully held a focus group where police officers got to observe the focus group happening in front of the facilitated by the blueprint coordinator and advocate. The women at that point in time were comfortable with questions coming from police officers. But we are very cautious about that. Again, if you were going to even approach that process of having an observer be present, most likely audit team member so they can learn information and make it huge difference. So they can heard that chair directly from a survivor for instead of an advocate. Be thoughtful about who

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you are inviting into observe. And that they have a clear understanding about the parameters that you are going to put in place. I will pause for a moment because we have a question coming in from one of our listeners. If Praxis has consent forms for focus group. We do. What we will do is send out in a follow-up email to the webinar some links to the Praxis website where a lot of our material including the logistics chest closed, facilitator guide, consent forms, it sounded -- etc. are all in our website. There will be a follow-up email for everybody on today's webinar with links to those resources.

>> Advocates are really important. Any -- Annie stated she was concerned about the traumatizing the can happen from victims coming up in conversation hearing about somebody else's experience. It's always really important to offer that community-based confidential advocate to sit in the room and step out if someone needs to step out. Work could be outside of the room. Someone to be there if it becomes difficult if they needed to talk to someone. Before, during or after there is someone they can talk to. And then that person will be able to stay in touch and continue to provide ongoing support with the survivor. So we will talk to you a little bit more about that system of staying in touch might look like.

>> Annie, does that sound like the main group of people who were involved in your process?

>> Yes. That is essentially who was involved in hours. I try not to, I think we will talk about the group size later. I try to keep the number of people in the room to to. For sit -- for sit to -- facilitator and notetaker. I don't like to outnumber the participants. Besides that I would say, too, that we have other -- I try to have someone available to provide childcare as well. And then, I wanted to say that when I got to the report writing phrase -- days, category of things you wish you knew at the beginning that you figure out at the end, I think the point about

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quotes being powerful is that it was definitely our experience. When it came down to report writing, it was great to be able to put some of those focus group quotes directly in the report. I made sure then to go back and include that in our consent form. It is in our consent form ahead of time that quotes may be used in the report and made public, our report may end up in an article. I did not want anyone to be surprised by that information. Even though it is not living to their name or identifying them, I was picturing someone reading their own quotes in the paper not knowing. I definitely make sure we talk about that ahead of time. Definitely one of the more powerful things to come out of it.

>> When holding these groups we talked about how they are meant to provide information to inform and guide your assessment process. So often kind of in the broad stroke focus it is going to be some discussion related to that particular assessment or audit question. It can cover the system response in general to that person or they can share experiences across the criminal legal system. And again it is not about the personal experience of violence that the system's response. What actions by practitioners made life more or less see for them? What worked well? What didn't work so well? What did the survivor really want or need compared to what they received from the system? How did he or she experience those aspects of the response? Are these similar things that you touched on in your groups or was there anything more specific may be that you honed in on?

>> These are definitely where the best -- where we started. This really drives a lot of the discussion. For the first year I was so worried about coming up with more of a list of questions. Over time since I have done many of them now, I don't really come up -- I come up with a general idea. But really they come back to this. What did you expect? Did you call the police? What was your expectation of what would happen when the police arrived? Did you participate in the court process?

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How did reality compare with what you're expect Tatian was? And then, what things would've made to feel safer? Those are definitely where we started. Sometimes you get into more specific things especially towards the end. Where you are trying out some ideas that your group has come up with.

>> We talked to and you mentioned some examples of some of these are ready, but tell us a little bit about how you and your team work through some of the safety and well-being considerations. Recruitment, the space to hold the group, that piece of having advocacy present, how you kind of follow up, and consent. Somebody had asked about that. Can you briefly describe to us how you all approached these considerations?

>> Yes. For recruitment it depends on what -- if you have a specific purpose for your group. We have done a lot of recruiting from our own. Because we have a mix of programming where not just shelters, but through community-based so people who are living in their own homes and coming here for services. So we have a lot of participants who are already familiar with us in our services and our locations. And quite a few of them are on-site. Because people are familiar with us and are on a bus line. We have done them out -- all immigrant women all in Spanish. So we went to an agency that primarily served Spanish-speaking women in the community. So we asked them to help. They help to recruit the way women. We said here is the purpose of us. We want them to be involved. What information do you need from us? We are flexible with time. In the end it was decided it would be better at their location. We have done it that way as well. I think as far as the consent piece, that has always been, we have them sign the consent form. That has been a big piece of it. For me I always have a conversation with people individually before we did a focus group. Generally the way when we are recruiting people, I will generally put out a flyer either in shelter or advocates

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in court as well. Or maybe an order protection quarter at the court. I give them a flyer to put out that has the basics on it. We want to hear from women who -- it says something very basic. Has an experience -- put you in contact with Kansas City Police Department? Did you receive justice? Do you feel that you are safer because of it? And then it just has my name and number. It doesn't have the time and place as a focus group. Because then then they can call. I can talk through it with them. I can tell them what it is. Asked them questions. If there are three or four people to make it a time that works for them. Rather than me setting a time. I can work with participants in that way. Sometimes I will email the consent form ahead of time if clients want that. So that they have time to look at over. To asked many questions that may come up. I think it is helpful for them.

>> I am happy that you brought up that piece about what the recruitment material was stated. Because the approaches that have been taken for safety considerations can be language like, come speak with us about women's health, women's safety. I have seen a lot of groups being held where it is not about a direct reference to domestic violence. Some consideration that are bash our advocates in the room to actually not even put the advertisement for recruitment and writing. It was more specific to our advocates bringing in women that they had a history of working with. When they are putting it in writing, just in case the piece of paper that would be safe for them to bring home, it can have broad terminology on it. About women's health, research, or discussion to talk about women's safety issues. Something like that. I would also state, too, that recently we have seen a couple communities use social media for recruitment. There is similar to what Annie described. That type of information with a phone number of the coordinator that they can talk to to get more of the details. That was put on Facebook or other social media. That is a new way of thinking about recruitment in our modern day and age.

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>> So how many do we need to do. How many focus groups is enough? We get this question a lot and it just depends. You want to do enough to obtain as accurate as sense of the issue. Is going to depend on the size of the community and the issue you are exploring. For example in one small rural community there was a very narrow focus the of audit unsupervised education centers. They just conducted one focus group -- one focus group and that several individual interviews. In a bigger more regional audit the scope and focus included the entire criminal legal system. That community they conduct did several focus groups of survivors from each kind of group or community within their jurisdiction. With people who use the system and those who had not. And an overall there were about eight focus groups that they had done. In New Orleans there were four focus groups -- five focus groups done before the blueprint was launched. And then they coordinator now is conducting various focus groups throughout this year so far. Looking at what is that experience now? Annie I don't know if you have any other thoughts on this, how many focus group did you all conduct?

>> We had five during the first safety assessment. One with all Spanish-speaking immigrants. A very focused group. We did five with the first three with this book but I anticipate doing at least one more, probably to with survivors. Previously we also did the practitioner focus groups. We did police and a batterers group as well. Five that were just with survivors.

>> How many people did you actually have within each -- within each of those focus groups?

>> And each of them there were 325. -- Three -- 32 -- timewise and for the opportunity for everyone to be able to share their experience but still keep it to a

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will hour and a half or two hours of their time. Five people is about the most you can have. That is -- that has been ideal for us. About three people to five people.

>> To refer back to you. You invite so many and only might expect a certain percentage of the number invited to attend. -- Attend. It is a balancing thing. Something you have to work out as you are going through this process in your community. But if you were hoping to have a focus group with three people to five people, you might try to invite six people or seven people. Some people will come up for some people. Some other tips or ideas on recruitment. Really think about who do you not usually hear from? You might hear a lot -- for instance if you are coordinating a focus group and you already based in an advocacy organization and you work with survivors, you have heard from those women a lot. You might want to consider who are some of the women we are not hearing from in the center? Who can we be bringing in who are on the margins? Some examples might be those who avoid this system. Culturally specific groups. At that point particularly you might want to have the facilitation done by people in the community. So if you are doing a group with folks with limited English proficiency or limited disabilities, a group specific to the LGBT community, or group with homelessness or poverty, you can either find advocacy organizations in the community working with those groups and asked them to facilitate. That is the kind of natural help we are talking about here are. People recognize in the community as leaders. Connected in medical center -- settings, hair salons, churches, synagogue, temples, drop-in centers, these are all places where people working in those areas can connect you with people or co-facilitate with you. So Annie, do you have a tip on flyers for recruitment?

>> One of the things I also try to do because I do have an incentive, that is none of -- I like to know the maximum number of people. I provide dinner. Because I don't

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want to run short. I don't want to promise people and not have it. When I do set up the group, I also think about whether to use the participants first or the facilitators first. To make a difference. The last focus group some of them we did have included women currently in shelters. I try, if at all possible, to only have people participate whose cases are close. That their criminal cases are done. Just because I don't want to take a chance on affecting the outcome of a criminal case. Even though we are not identifying them. More of protection for everybody that we have only used closed cases. If possible within the scope. Another thing that I have thought about when using people and shelter is one of the advocates on the team is a shelter manager. We thought about some of the ethical considerations. If we have shelter clients participating focus group and the shelter manager is present, even though her role as part of safety investment, does that change what people say or what feel what they can say? Does it change the dynamic after the focus group questioning some other considerations are whether you are recruiting participants first or recruiting helpers first. Something to think about.

>> I am so glad that you mentioned that piece on cases being closed already. It does not have to happen all the time but that is a really important one back and safeguard what might be happening in the case for that per -- person. I'm happy you mentioned that piece.

>> On location some considerations to think about are going to be easy and free parking. Accessibility. Easy to access by walking or public transportation. Other accessibility things like wheelchair access. Ideally and hopefully it's a space where people can be comfortable. Not necessarily -- someplace where gathering, talking, eating, conversing, engaging is okay. You don't have to be to quiet. A library may be okay if there is a private meeting room. Enough space where if you are providing childcare, that can happen close by enough her parents but not in the

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same room. Again, whether your supporting advocate will be in the room where the group is happening or outside of that room. But space where that connection with advocacy can happen if someone needs it. Some other ideas for location or that it doesn't always have to be recruit men to a certain date and time and place that you invite people to. You can go where survivors already are. So other community groups that may have meetings or events where you know people will be that you could learn from. You can ask [Indiscernible] if you can attend. If you can talk to their group afterward. Sometimes they may let you use their meeting session to hold your focus group. That can often be beneficial because they are already comfortable. They are already in a setting that makes them feel comfortable where they go to seek support and talk already. That can often work out really well.

>> For time consideration. Definitely allow enough time for recruitment. Not only because there are people balancing a lot of different things. It is a lot of what Annie was saying. You want enough time in advance to know how many people will be involved. In that sense how much compensation, how many consent forms you need to print out, etc. Usually we would hold a focus group for about two hours. You need time ahead of time to set up. Whatever space you are using to organize the table and chairs set up food if you have it. Make sure childcare is taken care of. And you need time to break it down afterward. For debriefing. Usually if the conversation is really good, people will linger. Especially if you are reserving a space somewhere that is not your own space, to think about the tail end where folks might keep talking.

>> I will talk a little bit more about cost. Because Annie touched on cost little bit. I will ask you to give any other insights you might have about costs, location and timing that I was talking about. So with the costs Annie mentioned she provides

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compensation to those who participate. That can range in various different amounts. You might offer a little less of your providing childcare. If you are not providing childcare or transportation costs or bus fare, gas money, then maybe you offer a little bit more in the compensation you give so that it can cover those costs for survivors. Food and particularly for those with ADW funding, get some volunteers for food and beverage and. Arranging for interpreters if that is needed. Sometimes on the tail end if you're able to record the group, arranging and preparing for the cost of maybe getting someone to transcribe although I highly recommend you all find some interns. Interns are great at that. And similarly if you want to pay the costs of any translation so that if you're going out into a culturally diverse community or communities with limited English you have a wide array of recruitment materials. In that sense, too, you would need to translate the consent forms, etc. Annie, I think we may have touched on this throughout our conversation, but anything else you would say about the logistics of cost, time a location question mark

>> Yes. We generally offer \$25 gift cards for participants. When I give those out I give them at the very beginning of the session. It's something I that I learned from Trent for a long time ago. I do think it increases the trust of people. I hand them out at the beginning. This is in recognition of your time and expertise. Thank you for sharing your experiences with us. Is there any time -- if at any time you need to leave, please know that is yours. Before we start the session we go over that. Because that is something I don't want people to feel they have to share a certain amount of information to be able to get the gift card. It feels important to give it out at the beginning. You are experts and we appreciate it and thank you so much. We do sometimes offer bus passes or try to work out transportation. I have given people rides home afterwards. Food wise we have been lucky in that some of our local businesses will offer discounts for nonprofits. A pizza place. Ask

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around to see if anyone in your community might give a discount if you are a nonprofit.

>> That is a really good idea, too. When people in the community learn about the work that is being done, they often want to be supportive of it.

>> When you have gone through this process of putting it all together. All of the logistics we have been talking about in terms of how you set them up, what goes into making the focus group happen, you get this great information. You have these transformative experiences. Whether the participant invited in or practitioner observant. A lot of really good information will come out of it. The debriefing pieces always really critical in the assessment process because it's similar to what we said about notetaking. There is a wealth of information that will be coming into any team. The focus group piece of it is so important because that is the real lived experiences of women sharing with you. What is really happening in your community. You need that time and space to bring it together. You need to time and space together whether it is the facilitators of the group. Whether you invite in all of your safety audit team. However you might a approach to debrief. You spend time reporting back. What was learned, what are the key themes? Have a discussion about what do we still need to know? Who else might we still need to talk to? So that peace again, it is important to bring it back because you want to take the information you heard and organize it. Here is some of the trends, here are some of the gaps across the system, work that with your team. Are there other activities or things we will need to do to follow up? And maybe come back to women in the future time. I want to ask you, Annie to tell us about how debriefing and analysis went for your team. We are very close to the end of our session. First I will let Liz come in for a few final comments so that you and I can carry our conversation all the way to 3:15.

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>> Liz, can you give us some of your final comments?

>> I just want to let everyone know that the PowerPoint is available for you to download from today's presentation. There has been a lot of information that we have covered. It's available to you in the materials box at the end of the screen. I wanted to let you know that when you disconnect you will be routed to an evaluation of today's session. We always appreciate your feedback.

>> The main difference from the debrief and then analysis is that you are debrief is right after the focus group. While the information is still fresh in your mind. Pulling out those highlights, comments, stories, quotes. Kind of making sure that the concrete takeaways are stored in your mind or documented in your notes.

>> At some point after that, probably not at 7 PM, you and your team will go into more in-depth analysis of the information gathered. Sexual assault team, -- Annie, is there an example of key findings for you and how your team approached that information?

>> Yes. Generally we will do a quick debrief with the people in the session. Right after it ends so that -- we see if we identified the common theme that came out of it. Sometimes we do and that's great. Sometimes there are different themes that people recognize. And so it is good to talk about that right after when it is still fresh. It can be the same or different as anyone else in the room. That really has helped us shape the information we take back to the team. We meet on a monthly basis. We are meeting on a monthly basis. Generally what we do then is the people who are taking notes, or the facilitators, will type up their notes and send them to me is the coordinator. And then I go through and make sure that they are all anonymous. I do a lot of cleaning up and bullet pointing to take them back to the team. A lot of that is making sure they are anonymous. It is so much

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more than making sure there no name specifics. I have found even in Kansas City, I think it's a large community. But even here, I found it can be really tricky. Sometimes the weapon used can clue people in as to who it was. A unique weapon was used, or unique circumstance within the crime. Just something to think about when you are making the information anonymous. What I have found is that if people think that they know what case the information comes, it can change their perspective and change what they are hearing from the focus group. So just a thought on that. That is generally what we do is take it back and discuss it in our next monthly meeting. I think they are probably the most important thing that we do. Of course the whole process. Doing all the things together is important. To be able to see the full picture. Focus groups are one of the most powerful things that we do. I will never forget the very first one we did. We took the information back. I handed out the notes. And about two paragraphs in one of our domestic violence sergeants reading it put the paper down and sat her -- set her head down on the table. It struck her. I think it was powerful for her to see exactly what people are saying. What people's perceptions are. At the same time -- at the same meeting I think it is really important to make sure people keep coming back to this is what people lived experiences. Sometimes there is a tendency to say this may have happened, maybe she meant this, I think it is important to pull it back to this may not be reality, but it is her reality. This is what happened to someone. Keep bringing people back to that during our analysis session. Even though we may be a little bit different, this is this person's perception and that is going to make a difference in whether they are seeking these interventions again from police or the court.

>> I think with that, too, funding information from other sources that backs up what you hear in the focus group will help with that. We just had a question come in from a listener in terms of negative feedback shared about an agency. Or

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someone on the team. How do you take negative information back to system partners? I think there is a lot more we can say to answer that question. Since we are out of time today, we will try to give more information on this question in a follow-up email that will be sent out. To briefly say that if you can back that up with data from in agencies. Information that you have learned from observation interviews. Other concrete sources of information. Actual case records. Observing practitioners in the field can go a long way in making it so that this is not about an individual. This is the proof and the evidence that we have to show that it is a trend across the system. When it is something negative about an agency, to find a way to make about the system response and how it can be read through bash approved. -- I will try to answer this in the follow-up email. Survivals will often want to be involved. Not everyone but some well. Activism can be an intro to justice and sense making. They will want to keep being a part of that process. Annie talks about providing compensation. Providing the report on participants involved. A focus group may often be the very first time that someone is even getting a chance to meet with an advocate. It might be there first experience with advocacy. That can be so important for them to have continuing adversity going on. -- Advocacy. I wish there was more time for additional closing comments. There is so much great information about focus groups. We will certainly provide you all with more resources and information in a follow-up email. Thank you so very much for your time and all of the really helpful information about what you all did in Kansas City. The work that you're doing. I really appreciate your time and expertise today, Annie.

>> I will be happy to answer any questions for people of they need some questions from our end.

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>> If you're interested in getting Todd's with Annie, -- if you're interested in getting in touch with Annie, we will help you.

>> Thank you all so much for your time today. We look forward to hearing from you.

>> So long, everybody. Thanks.

>> [Event concluded]