Focus Group Checklist
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Develop questions (6 – 10 weeks before)
- Submit to other professionals
- Revise
- Test market

Need human subjects approval?
- Submit approval 6 – 8 weeks before

Logistics
- Book rooms (6 weeks before)
  - Consider location, seating, lighting, noise
  - Reserve room for 30 minutes before and after session
- Book catering, if needed. Avoid “loud” foods. (4-6 weeks before)

Moderators
- Recruit moderators (4-5 weeks before)
- Train moderators (1-2 weeks before)

Selecting participants
- Recruit students (3-4 weeks before)
- Screen students (2-3 weeks before)

One week before
- Send confirmation postcard to participants

Day before
- Call/e-mail participants
- Check food/beverage order
- Check tape recorder
- Label tapes
- Gather materials
  - Extra copies of moderator and recorder guides
  - Extension cords
  - Extra batteries
  - Extra tapes
  - Flip chart and markers
  - Copies of consent forms
  - Pens
  - Any surveys or materials
  - Incentives
Day of focus group

- Call/e-mail participants
- Arrive 30 minutes early for room set-up/ensure catering is delivered