

Sep 2014 – Dec 2014



LFS 350
GROUP 23
CBEL
PROJECT

REVITALIZING SVNH'S ROOFTOP GARDEN: FOCUS GROUP

<http://static.squarespace.com/static/50146ef684aea6ed68d3267c/t/53ec3e70e4b085b1e2a01333/1407991419928/>

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Content Page

1. Timeline

2. Purpose of Focus Group

3. Details on Focus Group

3.1 Preparation

3.1.1 Information Sheet

3.1.2 Focus Group Plan

3.1.3 Power Point Presentation

3.2 Focus Group - Event Flow

3.2.1 Introductory Powerpoint

3.2.2 Guiding Principles

3.2.3 Discussion

3.2.4 Wrap-up

3.2.5 Debrief

Reference

Appendix 1: Information Sheet for Focus Group Participants

Appendix 2: Questions to be asked in Focus Group

Appendix 3: List of Things to Bring

1. Timeline

Dates / Due Dates	Task	Remarks
15th Oct 2014	Collate members' availability for focus group	
16th Oct 2014	Send Tanya confirmation of focus group dates	+ questions: 1) How many people will we be expecting for each focus group? 2) How much time will we be given to conduct the focus groups? 3) Can we send you a brief information sheet to be handed to the participants prior to the focus groups? 4) Can we take pictures and voice recordings of the focus groups? 5) Is a consent form required?
19th Oct 2014	Research on focus groups, formulate questions	
19th Oct 2014	Send information sheet to Tanya	
22nd Oct 2014	Explain to other members the details of the focus groups and ask for their input (what other questions they would like to ask the community members)	
22nd Oct 2014	Plan on how we will be using the research findings	
22nd Oct 2014	Create introduction powerpoint	
22nd/23rd Oct 2014	Send Tanya focus group plan	
24th Oct 2014	Make revision on focus group plan	
28th Oct	Conduct focus group	
2nd Nov 2014	Report findings of focus group	

2. Purpose of Focus Group

- To gather community members' ideas and preferences for the rooftop garden, SVNH's programs involving gardening activities; and their interest and availability in participating in the revitalization and maintenance of the garden.
- To utilize the information generated on the development of the gardening toolkit and pamphlet.

3. Details of Focus Group

Date	: October 28 th 2014 (Tuesday)
Time	: 5-6pm
Venue	: South Vancouver Neighbourhood House
No. of participants	: TBC

3.1 Preparation

3.1.1 Information Sheet

An information sheet a.k.a. flyer is created and distributed to recruit participants for the focus group (see Appendix 1).

3.1.2 Focus Group Plan

A focus group plan is created and will be subjected to several revisions after being assessed by community partner and LFS 350 teaching assistant.

LFS 350 group members (especially members facilitating the focus group) to read through this plan to understand event flow and objectives.

3.1.3 Power Point Presentation

A simple power point presentation will be created to facilitate the introduction of the project, team members and the SVNH rooftop garden (pictures included) .

3.2 Event Flow

3.2.1 Introductory Power Point Presentation (5 – 10 minutes)

See 3.1.3.

3.2.2 Guiding Principles (5 minutes)

"Ground rules" will be conveyed for the focus group to be conducted smoothly and with respect. In addition, we will be checking with the participants for their consent for their

photographs and voice recordings to be taken during the focus group and used for the project (details listed in Appendix 2).

3.2.3 Discussion (~45 minutes)

See Appendix 2 for list of questions.

The roles and responsibilities of key actors are as follow:

Roles	Responsibilities	Names
Facilitators	<p>To Introduce project, team members and SVNH rooftop garden (1)</p> <p>To guide discussion (2)</p> <ul style="list-style-type: none"> ❖ Keep participants focused, engaged, attentive and interested ❖ Monitor time and use limited time limited time effectively ❖ Use prompts and probes to stimulate discussion ❖ Use the focus group guide effectively to ensure all topics are covered ❖ Politely and diplomatically enforce ground rules ❖ Make sure everyone participates and at a level that is comfortable ❖ Limit side conversations ❖ Encourage one person to speak at a time ❖ Be prepared to explain or restate questions <p>(Omni Institute, n.d.)</p>	Ariel Seah
Note takers	<p>To make hand-written/typed notes (2)</p> <ul style="list-style-type: none"> ❖ Record major themes, ideas, comments and observations regarding group dynamics in hand-written/typed notes ❖ Do not throw away any papers with notes of the focus group discussion. These will be stored with other data collected through the needs assessment. <p>(Omni Institute, n.d.)</p>	
Support team	To assist facilitating team when needed	SVNH staff

3.2.4 Wrap-up (5 minutes)

Summarize key discussion points and check if there are any add-ons or feedbacks. Thank all the participants.

3.2.5 Debrief

Gather feedbacks and inputs from SVNH staff who assisted the focus group.

Proceed to have a short debriefing with group members to clarify any confusion.

Reference

Omni Institute. (n.d.). Information Gathering Toolkit. *Resources*. Retrieved from:

<http://www.omni.org/Media/Default/Documents/Information%20Gathering%20Toolkit.pdf>

Appendix 1: Information Sheet for Focus Group Participants



JOIN US!
Focus Group:
Revitalizing South Vancouver
Neighbourhood House's Rooftop Garden

A community-based experiential learning (CBEL) project by University British Columbia (UBC)

Hello! We are a group of UBC students conducting a project to help revitalize SVNH's currently underutilized rooftop garden. By the end of the project, we plan to produce:

- 1) Gardening Community Resource Pamphlet
- 2) Gardening Toolkit for all SVNH Programs

In order to do this, we need your help! We will be conducting a focus group to gather the participants' opinions and ideas for the rooftop garden. Please join us in a discussion at SVNH on:

Tuesday, Oct 28th, 2014, 5-6pm

To sign up and reserve a spot with the front desk at SVNH.

Thank you and we look forward to seeing you!

Appendix 2: Questions to be asked in Focus Groups

Self-Introduction

- Name, SVNH program currently in, hobbies.

Ground Rules

- We encourage one person speaks at a time, so as to create a respectful environment.
- It is important for us to hear everyone's ideas and opinions. There are no right or wrong answers to questions – just ideas, experiences and opinions, which are all valuable.

(Omni Institute, n.d.)

Questions

1. What type of plants would you like to see grown in the rooftop gardens? (Prompt: vegetables? fruits? herbs?)
2. Do you prefer the rooftop gardens to be incorporated into the programs that you are participating in or separately as an individual program?
3. If there is an individual garden program, what would you expect of this program? (e.g. weekly lessons about gardening by topics (occasional guest speakers)? 50:50 theory and practical? Not so much theory, just practical work/step-by-step instructions on maintaining the garden? etc.) What do you hope to benefit from this program?
4. What gardening knowledge are you most interested to learn about? (Prompt: start-up? maintenance? soil health?)
5. Do you prefer working within your age group or working with other age ranges?
6. How much time would you dedicate each week to maintain the garden? Will you be willing to participate all year round?
7. We will be producing a pamphlet for growing and maintaining gardens, what do you want to see on the pamphlet?
8. Do you think there is a need for special events periodically to keep members engaged? If so, what kind of event would you recommend?

Appendix 3: List of Things to Bring

Items	Quantity	Prepared by
Printout of Event Flow, List of Questions	4	Ariel
Laptop for powerpoint presentation (with copy of the powerpoint presentation)	1	June
Laptop/paper and pen for note taking	1	Notetakers