

## Formative Research Facilitation Services

In formative research involves multiple stages:: from the initial project design, through the implementation of focus groups and related data collection activities,, and the analysis of project data.. The time and CHAI staff resources required must be tailored to each project, and depend on the project team's experience with formative research, capacity to run their own focus groups, and experience with qualitative data analysis.

This document describes those stages, the responsibilities of CHAI's task leader (TBN), estimated range of time that the CHAI task leader would devote to the project. CHAI clients may opt for some or all of these services. In general, the CHAI task leader activities are limited to consultation with project teams and do not include facilitating focus groups or analyzing data. Time estimates also may need to be renegotiated as over time as projects progress.

Project stage	CHAI task leader responsibilities	Est. Time
Project design/Grant application	Consult with research team on the design of formative research activities and their relationship to other parts of the project, review draft descriptions	5-15 hours
IRB application development	Review and edit text produced by team, produce original text to be used in application	3-5 hours
Focus group protocol development	Meet with team to formulate focus group questions and pregroup survey questions (if any), and consult on revisions; or draft the protocol and, based on feedback from project team, revise it	5-15 hours
Developing the recruitment strategy	Meet with project staff to develop recruitment strategy, provide ongoing consultation on implementation of recruitment efforts	3-10 hours
Focus group leader recruitment	Meet with team to determine whether staff members have skills to conduct groups, or advise team about how to recruit graduate student facilitators.	1-10 hours
Project specific focus group leader training	Prepare and lead 3-hour project specific facilitator training session	8 hours
Pilot focus group protocol	Facilitate pilot version of protocol with group recruited by project staff; or observe staff facilitators conducting pilot group.	4 hours
Focus group leader supervision	Consult with facilitators prior to first focus groups or debrief facilitation issues afterwards; identify revisions in questions	1-5 hours
ATLAS TI qualitative data analysis training	Prepare and lead 3-hour project specific training workshop	5 hours
Data analysis	After first group has been transcribed, review transcript and session notes, meet with project data analysis team to formulate initial codes, provide ongoing consultation on the analysis (usually phone or email)	5-15 hours