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**Focus Group Script & Questions**

*NOTE: Facilitator and note taker should arrive at site 1 hour in advance of scheduled focus group. Arrange chairs and tables in a square/rectangle or around a large conference table. Set up registration table with participant name tents, set up refreshment table and set out refreshments (if refreshments will be provided), locate restrooms, and place signs on doors identifying focus group room. Welcome participants by name as they enter and introduce yourself.*

Hello! We appreciate you taking your time to be here. Let me invite you to get some refreshments before we begin, and to make yourself comfortable (if refreshments are provided). The restrooms are…..

First, let me welcome you here today! My name is [insert] and I am [professional title] with NC Cooperative Extension here in [insert] county. Assisting me is [insert name and title] also from Extension. As part of our ongoing efforts to implement educational programs and services that directly address the current and most important needs and resources of our county’s citizens and local communities, Cooperative Extension conducts small focus groups, just like this one, across our entire state.

We are excited that you have accepted our invitation to come share with us about what you think of the important issues and opportunities facing [insert county name] County both today, and in the years ahead.

Let me say that there are no right or wrong answers but rather differing points of view. Please feel free to share your point of view even if it differs from what others have said.

Before we begin, I would like to share a few ground rules that will help our discussion. Please speak openly and only one person should talk at a time. If several people are talking at the same time, we may miss your comments. Please silence all cell phones. We will be on a first name basis tonight, and in our later reports there will not be any names attached to comments. Please keep in mind that we're just as interested in negative comments as positive comments, and at times the negative comments could be the most helpful.

Our session will last about an hour and a half, and we will not be taking a formal break so if you need to use the restroom or take a break please do so as needed. Are there any questions you have at this time?

Place your name card on the table in front of you to help us remember each other's names. Let's find out some more about each other by going around the room one at a time. Tell us your name, something about yourself, and what first comes to mind when you hear the words, "North Carolina Cooperative Extension".

**Question 1:** Now that we know a little about each other, let’s begin by talking about the most important challenges facing our county today. What do you believe is the most important issue or challenge facing our county and why is this such an important issue or challenge?

**Question 2:** Let’s focus on those challenges and issues related directly to our county’s youth. From your perspective, what are the biggest challenges currently facing the youth in our community and what do you consider to be some of the gaps in programming that exist to address these issues?

**Question 3:** Let’s now talk about those challenges and issues related directly to promoting a healthy lifestyle and preventing obesity and other nutrition related diseases. What are the most important healthy lifestyle related issues or challenges facing our county and what gaps in programming exist within our county to address these issues?

**Question 4:** Let’s move on and talk about community challenges and issues related to agriculture. What agricultural or food supply chain challenges or issues are facing the county and what do you consider as major areas of unmet educational needs related to agriculture, farming, food, and agri-business?

**Question 5:** What other challenges or issues are members of the community facing that you believe Extension should provide programming to address?

**Question 6:** How can Cooperative Extension in [insert name of County] improve its future program offerings to better meet the needs of the community?

**Question 7:** Before we adjourn our session, let me ask if there is anything else you’d like to share with us about our discussion today?

Thanks again for making the time to be with us, and have a safe trip home!