WICBUZZ STAFF VIRTUAL FOCUS GROUP PROTOCOL

**Purpose**

To gather Pima County WIC staff perspectives on WICBuzz and the context within which it was implemented

**Recruitment**

The WICBuzz project lead solicited participation by identifying and contacting specific Pima County WIC staff members by email. Staff voluntarily agreed to participate in the 1.5 virtual focus group over Microsoft Teams. Six (6) staff were successfully recruited and all six participated in the focus group.

**Facilitation**

The project evaluator coordinated logistics and facilitated the 1.5 virtual focus group.

**Discussion Topics**

Participants were asked to come prepared to share thoughts and experiences on the following topics:

* Who you are and what you do
* How things have gone at WIC over the past year and a half
* Your awareness of WICBuzz
* Your observations regarding any changes in client knowledge compared to the time before WICBuzz (prior to March 2020)
* Whether clients have identified WICBuzz as another way for them to express their needs
* Suggested improvements or enhancements to WICBuzz

**Consent**

The day prior to the focus group, participants received the following guidance from the evaluator via email:

*I plan to record our Teams meeting so that I can focus entirely on facilitating the conversation tomorrow and revisit the information you share afterwards. The recording will be for my use in evaluating WICBuzz only. Anything you say is confidential between myself and the other participants. I will not share any of your comments with anyone else outside of tomorrow’s meeting, including Jennifer and Cynthia, in any way that you can be identified, and I ask that you agree to do the same.*

*I would potentially like to use quotes from our discussion in our WICBuzz evaluation reporting. If I am interested in using your words, I will follow up with you via email to obtain your permission to use the specific quote in a way with which you are comfortable. If you are not comfortable with me using your words, you may say ‘No’ and I will not use them.*

At the start of the focus group and prior to initiation of recording, the evaluator obtained verbal consent from each participant with regards to this agreement.

**“Ground Rules”**

Additional rules proposed to guide the virtual group discussion included:

*Please be respectful of others. For this virtual meeting, this means raising your hand before speaking in order to avoid interrupting others.*

*Please also expect to share your thoughts. I will be doing my best to facilitate an equitable conversation, meaning everyone has a reasonably equal opportunity to share their thoughts and experiences; and*

*Let’s respect each other’s time – this means that you commit to arriving on time and participating in our conversation, and I will be sure not hold the group beyond the meeting time.*

**Data Collection, Storage, and Analysis**

Following the virtual focus group, the meeting recording and chat record were stored on the County Microsoft Teams application. These materials were accessible only to the evaluator and to the focus group participants.

The evaluator transcribed the focus group session and chat record in a Microsoft Word document, which was stored in a secure shared drive location accessible only to the evaluator.

The qualitative data will be summarized and presented along with surveys of WIC clients and data on client benefit issuance, redemption, and recertification, to better understand the effects of WICBuzz over the span of the project implementation and evaluation periods.