Climate Masters Outreach and Extension Focus Group Protocol

<u>Focus Group Timeline:</u> 2 ¼ -hour focus group; 45 min. lunch (3 hours total)

Introductions, Ground Rules, Background – **15 min. 10:00 – 10:15**

Introductions:
[Anne, Chris, Elise: brief intros.]
Before we begin, I'd like for all of you to introduce yourself. Can you please tell us your first name and, in a minute or less, tell us a little bit about yourself?
[Chris and Elise intros.]

Ground Rules:
Thank you. Here are a few ground rules and logistics before we start:
- During the focus group session, everyone should have a chance to voice his or her opinions, so as the facilitator, I may stop you, or call on someone else, if I feel we are running out of time. In addition, for those who are quiet, I may call on you. Each section is timed, so I will move on to another subject when the time has lapsed.
- There are seven areas that I will guide you through and we'll spend 15 to 25 minutes on each subject. I would like for you to focus your comments on the subject areas as it is raised. Don't be afraid to voice your views; we want to know your honest opinions. The information gathered here will be reported as a group response. None the answers you provide will be connected to your identifying information in any way. In addition, we ask that you respect other participants and not repeat what they say to others outside of this room.
- This proceeding is being recorded and will be transcribed later, so please speak in an audible, clear voice and please do not speak too fast. If I think what you said was hard to hear or not clear, I may ask you to speak louder or repeat what you said.
- If you need to use the restroom, please leave if necessary. The focus group will last for 2-hours and 15 minutes, with a 45-minute break for or lunch, about halfway through the focus group. The bathrooms are located at [fill in location]. Please turn off your cell phones and put them away while we are in-session.
- Each question that I ask will be projected on the screen so you can refer to it as we move through the protocol of questions.

Background:
Today we're going to discuss the potential of designing a climate-smart community outreach program. If implemented, this program would provide a better understanding of how to address climate and extreme weather events, how these changes affect shared natural resources, as well as individual and community well-being.

We will also discuss how a program can be developed to assist communities to better prepare for these changes. In addition, we'll talk about how the program may assist communities in developing potential solutions like energy and water conservation, renewable energy alternatives, and sustainable food sources and agricultural practices.

If implemented, this program would encourage climate resilient living and agricultural practices that positively impact the environment. The long-term goal of this program would be to support communities and build their capacity to independently plan, initiate, and carry out programs and activities that address these issues.

Top Three Threats - **10 min. 10:15 – 10:25**

What do you see as the top three threats, or environmental catastrophes, that have affected you and your communities' well-being as a result of changes in the weather or other environmental circumstances? [If needed: For example, here in Arizona, we've been experiencing hotter temperatures and less precipitation in the form of snow and rain].

Program Content and Communication – **30 min. 10:25 - 10:55**

In thinking about the issues that you just identified; what type of messaging should be included in a climate-smart community outreach program? Let's think about this in four broad areas.

What messaging would resonate with your communities and lead to:

- Increased community awareness **[10:25-10:29]**
- Better preparing communities for changes in the environment and adopting sustainable practices [If needed: For example, water conservation, sustainable food sources, recycling and energy conservation] **[10:29-10:33]**
- Motivating individuals and communities to act and provide tangible solutions **[10:33-10:37]**
- Working with decision makers and political leaders to provide solutions and promote policies that would support these solutions **[10:37-10:41]**

What should the program contain so that it is relevant to your local community's culture and values? **[10:41-10:45]**

How will community members feel safe and how do we get them to trust the program? **[10:45-10:49]**

If needed: Are there barriers in reaching unique segments of the community that the program should address? **How do we enlist those who don't care? [10:49-10:53]**

If not fully discussed above: What would you like to see the program contain so that it is relevant to unique issues that we are faced with living in the Southwest? **[10:53-10:55]**

Program Goals and Outcomes - **20 min. 10:55 – 11:15**

If you had to choose the top three goals and associated outcomes of the program, what would they be?

BREAK LUNCH 45 min. 11:15 – 12:00

Measure Impacts - **10 min. 12:00 – 12:10**

How could we best measure the impact this program is having on individuals, communities and policy?

Competing Issues - **15 min. 12:10 – 12:25**

Can you describe other issues that are affecting you or your community that are more important and would prevent you from participating in this program?

Is this something that you would personally prioritize and spend energy and time on [either as a volunteer trainer or as a participant]? In answering this, can you explain why you feel this way?

Program Format – **25 min. 12:25– 12:50**

Is "Climate Masters" the best way to describe this program, or is there a better name for the program? **[12:25-12:30]**

If local community "Climate Masters" volunteers were trained to deliver this program in face-to-face workshops, how effective do you think this format would be and why? **[12:30-12:35]**

What kinds of learning scenarios or formats should these workshops include? [If needed: learning formats may include, but are not limited to, hands-on activities, classroom/lecture, field trips, guest speakers, film/radio footage, etc.]. Which formats do you think would be most effective? **[12:35-12:40]**

What are the barriers for those who may be interested in attending a face-to-face workshop? How could we address these barriers so that more people could attend? **[12:40-12:45]**

For those who may not be able to attend a face-to-face workshop, to facilitate easy access to information and resources, various technologies may be used like websites, social media sites (FaceBook) and other apps for electronic devices. How effective do you think this would be? **[12:45-12:50]**

Program Sustainability - **9 min. 12:50 – 12:59**

In thinking about preparing for future changes in the environment and access to natural resources, how could this program remain relevant and address future issues and solutions?

Closing - **1 min. 1:00**

These are all of the questions that I have for the group today. Here is my business card. Please do not hesitate to call me or e-mail me if you did not have the chance to share your thoughts. Also, if you think of something that you'd like to share after you leave, again feel free to contact me. If any of you would like to receive information on the program if it is developed, please let me know as you are leaving, and I'll make sure the Extension Office has your contact information. On your way out, please pick up the two gift cards and sign so that we have a record that you received them. Thank you very much for taking the time to be here today.