



Oneida County Health Department

Capturing Stakeholder Feedback

Oneida County Substance Use Assessment

August 2021

FOCUS GROUP Facilitator Guide - Adult



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[Catalyst Focus Group Guide](#)

INTRODUCTION SCRIPT – 30 MINUTES



Oneida County Community Assessment on Substance Use

August 2021

Focus Groups

ARRIVAL – MEAL (10 Minutes)

INTRODUCTIONS - ICEBREAKER (10 Minutes)

- Name, Title, Organization
- Icebreaker Question Options:
 - What is your favorite Wisconsin landmark or State Park?

INTRODUCTION – SCRIPT - READ (10 Minutes)

Welcome to the focus group on substance use prevention and intervention. Thank you for taking the time to talk with us. Your experience, opinions and feedback is valuable in the identification and decision making efforts to improve health outcomes associated with substance use concerns. The results will help determine our next steps in creating better support strategies for substance use prevention, treatment and recovery.

These focus groups are part of a comprehensive community assessment on substance use in Oneida County. Funding for this project was made possible by the Overdose Data to Action cooperative agreement from the Centers for Disease Control and Prevention and the State of Wisconsin Tobacco Prevention and Control Program community interventions funding. In addition, this project would not be possible without an extensive local collaborative network between partners involved in the Community Outreach Prevention and Education Coalition (COPE) and the Northwoods Tobacco Free Coalition, with special recognition of UW-Madison Division of Extension Oneida County and the Oneida County Health Department.

If after this experience you would like to learn more or get involved in local efforts, please contact Jenny Chiamulera, Oneida County Health Department. Her contact information is located on the notepads provided.

My name is **(name)**, I will be facilitating the conversation. With me today is **(name)**, who will be taking notes and watching the clock to make sure we stay on time!

We expect that the discussion portion of the focus groups to take about 60-90 minutes depending on conversation. If you need to use the restroom at any time, feel free to do so. **(Location)**.

Questions?

Updated: August 2021

Before we begin, I'd like to briefly go through some ground rules. We want to create a safe space for everyone to share.

- This conversation is confidential. We will not use any names when we compile the results report. We will be recording our conversation to help us remember your responses to the questions. People often say very helpful things in these discussions and we can't write fast enough to capture everything.
- Participation is voluntary. If someone wishes to end their participation, they should feel free to get up and leave at any time without disrupting the group.
- Please keep what is said here, along with the names of who was here, confidential. We want people to feel free to express their opinions without fear.
- There are no right or wrong answers to the questions – we are interested in what everyone has to say about this topic. All comments, positive or negative, are helpful.
- You don't have to agree with the other people here, in fact we like to hear differing views in order to understand different perspectives. Feel free to share your point of view, but please do so respectfully and respect others opinions.
- Please speak one at a time. For sake of time and in order to ensure all voices are heard, I may ask some of you to shorten your comments or conclude what you're saying so other people can speak. Before anyone speaks a second time to the same question, I will make sure everyone has had a first chance to speak.
- I will be encouraging everyone to participate, but no one is required to speak.
- We will be using a parking lot for topics of importance that are raised but do not completely relate to the conversation. We will revisit these at the end of the discussion if there is time and/or follow-up after the focus group time.
- We understand the sensitive nature of these conversations. We do not know everyone in the room personal experience. You may feel "triggered" by a certain questions or comment and that is okay. Take care of yourself first. Feel free to step out if you need a break. Just know that someone will check on you. We can talk after if additional support is needed.
- Sometimes when emotions are running high, the language used can become colorful. This can be offensive to others. Please be aware of that when choosing your words. We encourage everyone to speak freely, but try to use respectful, professional language.

Questions? Comments?

Lastly...

- At times you will hear us reference the Oneida County public opinion survey, this is referring to the Community Survey on Substance Use that was completed in May and June of this year (2021).
- Sometimes people like to write down their thoughts before they speak. Feel free to do this if you find it helpful. You have some pens and paper in front of you for that purpose.
- We have also provided fidget toys, feel free to touch and play. During emotional conversations these can be helpful self-regulation tools to help with focus, attention, calming, and active listening.

Final questions – comments before we get started?

Updated: August 2021

FOCUS GROUP QUESTIONNAIRE – 90 MINUTES

Oneida County Community Assessment on Substance Use

August 2021

Focus Groups

Reference [Catalyst Focus Group Guide](#) for Facilitation Techniques and Tips

QUESTIONNAIRE KEY	
QUESTION NARRATIVE	Introduces question and gives some context/background.
CORE QUESTIONS (1-9)	Main focus question.
QUESTION PROBES (a-d)	Additional questions to elicit more detail information in regard to the topic if needed.
KEY STAKEHOLDER QUESTIONS (10-14)	Additional questions for certain target audiences.

QUESTIONNAIRE – APPROXIMATELY 10 MINUTES PER QUESTION – GIVE 2 MINUTES WARNING

The Oneida County Public Opinion Survey revealed that these are the top substances of concern in our community in order of greatest to least concern

General Community

1. Alcohol Consumption (beer, wine, liquor)
2. Methamphetamine (crystal meth, ice, crank)
3. Binge Drinking (5+ drinks for men, 4+ for women per occasion)
4. Prescription Opioids not as prescribed by a doctor (pain medications like morphine, Vicodin®, Percocet®, OxyContin®)
5. Vaping/E-Cigarettes (nicotine)

People under the age of 21

1. Vaping/E-Cigarettes (nicotine)
2. Alcohol Consumption (beer, wine, liquor)
3. Binge Drinking (5+ drinks for men, 4+ for women per occasion)
4. Methamphetamine (crystal meth, ice, crank)
5. Prescription Opioids not as prescribed by a doctor (pain medications like morphine, Vicodin®, Percocet®, OxyContin®)

1. Which risk factors* do you feel are associated with a higher likelihood of developing a substance use concern in Oneida County?
 - a. Describe how specific risk factors affects the problem.
 - b. What are some things (programs or resources) that would help reduce risk factors?

**Risk Factors are characteristics (a feature or quality belonging to a person, place, or thing) or experiences (condition of being affected by something) that increase the likelihood of a person developing a disease or health disorder.*

The Oneida County Public Opinion Survey stated a lack of family support and harmful family influences as risk factors for increasing the likelihood of developing a substance use concern. Family support and connectedness was cited as protective factors for lowering the likelihood of developing a substance use concern.

2. What opportunities are there to support families and break cycles of addiction?
 - a. What community strategies would be effective at lowering the likelihood of developing a substance use concern?

**Protective Factors are characteristics (a feature or quality belonging to a person, place, or thing) or experiences (condition of being affected by something) that decrease the likelihood of a person developing a disease or health disorder.*

The Oneida County public opinion survey showed that stigma* and shame connected with substance use creates barriers (or obstacles) for getting help (care and support) for individuals and their families.

3. What can we, the community, do to reduce the stigma* surrounding substance use concerns in Oneida County? (ex. alcohol, other substance, or tobacco use)
 - a. How does stigma affect the lives of people living with substance use problems?
 - b. How is stigma different in smaller or rural communities?

**Stigma refers to the mark of disgrace and negative ways in which society views behaviors that are seen as different and less desirable than what is considered the acceptable norm. It occurs when people are shamed, discredited, or treated differently because of a characteristic or condition.*

The Oneida County public opinion survey stated that stress and anxiety over not being able to address personal issues and challenges of coping with life stressors (work, money, past trauma) are related to substance use and avoiding treatment options.

4. Describe community strategies that you feel are most effective at supporting individuals who are experiencing substance use concerns.
 - a. What recovery support services are most helpful at increasing treatment success?
 - b. Is it more difficult to provide social supports* given that we live in a rural area? If so, why?

**Social Support is the process of providing assistance or comfort to others, typically to help them cope with stressors (behaviors and situations) that are related to physical and mental/emotional strain.*

5. How can we connect offenders involved with the criminal justice system to the care they need related to substance use concerns?
 - a. What are barriers to creating diversion* and recovery support programs.
 - b. What pre-arrest referral strategies or practices would be most effective?
 - c. What pre-trial diversion* programs (ex. Drug court) would be most helpful?
 - d. What jail-based recovery support services would be most helpful for individuals transitioning back into the community?

**Diversion programs are alternatives to prosecution which seek to divert certain offenders from traditional criminal justice processing into a program of supervision and services.*

Adults and youth experiencing substance use disorder use tobacco products (ex. smoking cigarettes, chewing tobacco, e-cigarettes, etc.) at a higher rate than the general population. The majority of Oneida County public opinion survey respondents said that smoking poses a greater health risk than illegal substances. In addition, participants disagreed when asked if tobacco products help people cope with stress.

6. What would help to change the idea that commercial tobacco use is acceptable among those who are experiencing a substance use concerns?
 - a. What are barriers to implementing tobacco dependence intervention programs?

The Oneida County public opinion survey results also showed that electronic cigarette use (vaping) was the number one concern among people under the age of 21.

7. What strategies would help to decrease the perception that vaping/e-cigarettes among youth is acceptable?
 - a. What community strategies would be helpful at supporting a change in youth tobacco use?
 - b. What education programs would help balance tobacco prevention and control policies and support quitting?
-

Engaging affected community members in decision making and systems change efforts helps to improve overall health outcomes.

8. How can we involve at-risk community members in the decision-making process related to prevention, response and community support strategies?
 - a. What barriers exist?
 - b. What incentives may be useful to increase involvement?
 - c. What approaches would add value for participation and avoid stigma or harm?
 9. Describe how mental health and substance use are interconnected.
 - a. How does this connection impact treatment?
-

KEY STAKEHOLDER QUESTIONS – PUBLIC SAFETY/FIRST RESPONDERS/TREATMENT PROVIDERS/TARGET POPULATION

10. What systems are in place to identify the possibility of a spike in overdose and to inform response and communication protocols within specific communities?
 - a. What barriers are there to implementing harm reduction strategies for preventing overdose?
 - b. Reflect on access of naloxone/NARCAN within the community.
 - c. Describe your organizations current naloxone distribution policy/procedure.

11. Describe the impact of polydrug* use.
 - a. Reflect on the connection between synthetic opioids and methamphetamine.

**Polydrug use is a term for the use of more than one drug or type of drug at the same time or one after another.*

KEY STAKEHOLDER QUESTIONS – SCHOOLS/YOUTH SERVICING AGENCIES/YOUTH/PARENTS

12. Describe how substance use concerns (ex. alcohol, opioids and tobacco) are currently addressed within schools?
 - a. Are substance use interventions or support provided for students and/or staff?
 - b. Does your school policy support prevention and intervention measures?

 13. How are youth and young adults accessing illegal substances (ex. alcohol, opioids and tobacco)?
 - a. What strategies would be effective in reducing youth access?
-

FOCUS GROUP NOTES TEMPLATE



Oneida County Community Assessment on Substance Use Prevention and Intervention August 2021 Focus Groups

Reference [Catalyst Focus Group Guide](#) for Note Taking Techniques and Tips

General Instructions: Capture as much of the conversation as you can. The focus group will be recorded. Most Important – Capture Non-Verbal Communication. After the focus group complete a post-facilitator roundtable to capture addition observations and comments from others in the room. This will help to summarize “experience”.

Focus Group Title:		
Date:	Time:	Number of Participants:
Facilitator:	Note Taker:	Other Core Team Members:

QUESTIONS/DISCUSSION NOTES SECTION

1. Which risk factors* do you feel are associated with a higher likelihood of developing a substance use concern in Oneida County?
 - a. Describe how specific risk factors affects the problem.
 - b. What are some things (programs or resources) that would help reduce risk factors?

NOTES:

2. What opportunities are there to support families and break cycles of addiction?
 - a. What community strategies would be effective at lowering the likelihood of developing a substance use concern?

NOTES:

3. What can we, the community, do to reduce the stigma* surrounding substance use concerns in Oneida County? (ex. alcohol, other substance, or tobacco use)
 - a. How does stigma affect the lives of people living with substance use problems?
 - b. How is stigma different in smaller or rural communities?

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 - a. How does this connection impact treatment?

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- a. What barriers are there to implementing harm reduction strategies for preventing overdose?
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NOTES: KEY STAKEHOLDER QUESTIONS – PUBLIC SAFETY/FIRST RESPONDERS/TREATMENT PROVIDERS/TARGET POPULATION

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13. How are youth and young adults accessing illegal substances (ex. alcohol, opioids and tobacco)?
- a. What strategies would be effective in reducing youth access?

NOTES: KEY STAKEHOLDER QUESTIONS – SCHOOLS/YOUTH SERVICING AGENCIES/YOUTH/PARENTS

August

2021

Monday	Tuesday	Wednesday	Thursday	Friday
<p>9</p> <p>1:00 pm – 3:00 pm</p> <p>Donna & Sharon</p>	<p>10</p> <p>5:00 pm – 7:00 pm</p> <p>Mary R & Sharon</p> <p>Public Safety</p>	<p>11</p> <p>X</p>	<p>12</p> <p>X</p>	<p>13</p> <p>1:00 pm-3:00 pm</p> <p>Tanya & Donna</p> <p>School District – 1 Childcare & Elementary</p>
<p>16</p> <p>5:00 pm – 7:00 pm</p> <p>Mary R & Terri</p> <p>First Responders</p>	<p>17</p> <p>5:00 pm – 7:00 pm</p> <p>Josh & Sharon</p> <p>Treatment Providers</p>	<p>18</p> <p>X</p>	<p>19</p> <p>5:00 pm – 7:00 pm</p> <p>Tanya & Terri</p> <p>OPEN</p>	<p>20</p> <p>X</p>
<p>23</p> <p>3:00 pm-5:00 pm</p> <p>Josh & Terri</p> <p>School District – 2 Middle & High School College</p>	<p>24</p> <p>11:00 am-1:00 pm</p> <p>Josh & Donna</p> <p>Target Population</p> <p>5:00 pm – 7:00 pm</p> <p>Mary R & Terri</p> <p>OPEN</p>	<p>25</p> <p>X</p>	<p>26</p> <p>5:00 pm – 7:00 pm</p> <p>Tanya & Terri</p> <p>Target Population</p>	<p>27</p> <p>X</p>

Yellow = note taker

Blue = facilitator

Updated: August 2021