



# 2022-2024 Dane County Aging Plan

## Focus Group or Individual Interview Discussion Guide



For both focus groups and individual interviews:

- The final page of this guide is due **7/30/2021** so schedule accordingly
- The moderator is responsible for filling out the final page (Community Engagement Report)
- We are looking to talk to consumers (aging adults and caregivers), not businesses/organizations/other entities

Older adults especially like talking, so plan on the discussions taking a while. Best estimates:

- Individual interviews should be scheduled for 45 minutes (if not possible, then knock down to 30 minutes and increase your pacing)
- Focus groups should be scheduled for 1.5 hours

### Focus group guidelines

- THE ROOM
  - Use a space that will allow for physical distancing (6 feet between all seats)
    - Be able to clearly state rules on masks while participating in these discussions (defer to building rules)
  - If possible, provide a white board or flip chart for moderator use
  - Make sure the seats are comfortable and accessible for those with mobility restrictions
  - Ideally, angle seats to face the head of the room
    - This spot is reserved for the moderator but the angling should allow for easy view of the moderator and other participants without the participant moving too much
- SUPPLIES
  - If possible, provide a white board or flip chart for moderator use
  - Provide name tags or name tents to set in front of everyone in the room
  - Giving snacks to eat before the group or to take home is an appreciated practice
  - Hand out individual gift cards after the group is complete
- THE GROUPS
  - Invite 7-9 people to participate in the group (we hope that 6-8 will show up on that day)
  - Participants should be as similar to each other as possible, you can create multiple groups to hear diversity of thought
    - For example: caregivers versus the actual aging adult
  - Please call or send email reminders the day before the focus group and confirm attendance and clarify any directions needed to get to or into the building

## Introduction:

Thank you for participating in our discussion today. My job today is to listen carefully to you so I can get to know your point of view and share it with the Area Agency on Aging of Dane County. They will use that information to guide plans for their work and funding from 2022 through 2024. I am asking for you to share your experiences and thoughts openly. There are no wrong answers today, so don't hold back. If you want to share something then go ahead and say it. I am not here to judge or draw conclusions, I am just gathering information.

Do you have any questions or concerns before we begin?

## Soft-open activity:

**Individual Interview:** What resources or organizations do you know of in Dane County that support aging adults?

**Focus Groups:** To get started, I'd like everyone to share a little bit with the group. Please introduce yourself. Tell us your name and your favorite food.

Okay, we are going to move onto a challenge that I am sure you will all do great at. I am going to give you two minutes. In those two minutes, I want you to list as many resources and organizations in Dane County as you can that support aging adults. When you are ready, just start saying them out loud – you don't need to speak any particular order.

*Record resources and organizations. To get them talking choose 1 or 2 and ask them what they know about them and their opinion of them (is it good/bad, need or not, etc.)*

## Now that you have established some rapport dig deeper into them...

Thank you for sharing. Now, I want to turn the focus to your needs. From your personal experiences, what are the main issues, problems, and challenges adults age 60 and older are facing in Dane County?

### Probe for:

- What challenges do they face at home or with housing?
- What about health, wellness, or medical care?
- What kind of social or emotional challenges are people this age up against?
- How about finances? What are some of the biggest financial challenges to navigate?
- Anything come to mind about family?
  - Are you helping with young children? How does that impact you?
  
- Which problems are unique to older adults?
- What is the impact of these unique challenges? How does it change how you live your life or quality of life?

We are going to shift to brainstorming how we can reduce these challenges, issues, or problems. How can Dane County support older adults in remaining independent for as long as possible?

Probe for:

- What programs, services, or activities have you or friends used? How does it help?
- What services or events have you heard about happening outside of Dane County that you wish were available in Dane County for older adults?
- What do you think is needed most in the next 3 years?
- What about 5 years from now?

You came up with great examples of resources needed to reduce challenges, issues, and problems facing older adults.

Now, take a moment to pause and think to yourself. I want you to imagine your ideal community to age in. Let your imagination run wild. [pause] Think about who else lives with or near you? [pause] What is there to do? [pause] What is paid for by someone else or taxes versus what do you have to pay for out of your pocket?

*Change your voice so they know you are looking for a response to the following question.*

Tell me, what does Dane County have to change to be closer to your ideal community to age in?

Probe for:

- How does housing have to change?
- What entertainment or social engagements are not currently available?
- Do we need changes to transit to fit your ideal?
- How is healthcare different in your ideal world?

For this last part, I want you to think about your role as a caregiver or the people who help to care for you. What do you want for people who are in a caregiving role to an aging adult?

Probe for:

- What do you want them to be doing themselves versus what do you want them to let someone else do?
- What kind of information or training do they need?
- What services for older adults would ease caretaker responsibility?
- How about emotional support, what would benefit the caregiver?

**Closing:**

Thank you for engaging in this discussion. Your input is valuable to the Area Agency on Aging in Dane County. The information you provided today will help form their 2022 to 2024 plan, which will be shared to their website in 2022.

*IF ASKED: website is <https://aaa.dcdhs.com>*

# Community Engagement Report

Complete one worksheet for each separate method used to elicit input from the community (i.e., 12 interviews conducted can be compiled on one sheet).

<b>Your Organization/Affiliation:</b>	<b>Your Name and Email:</b>
<b>Community Engagement Activity:</b> Community Forum or Listening Session – virtual or in person Focus Group Discussions – virtual or in person Personal Interviews – by phone or in person Facebook Live or Social Media Virtual Event Paper or Internet Survey Other (please describe):	
<b>Date/s of Event or Effort:</b>	<b>Number of Participants or Respondents:</b>
<b>Key Issues Discussed:</b> <ul style="list-style-type: none"><li>- From your personal experiences, what are the main issues, problems, and challenges adults age 60 and older are facing in Dane County?</li><li>- How can Dane County support older adults in remaining independent for as long as possible?</li><li>- What does Dane County have to change to be closer to your ideal community to age in?</li><li>- What do you want for people who are in a caregiving role to an aging adult?</li></ul>	
<b>Key Takeaways/Findings:</b>	
<b>Planned Response:</b> Share this form with AAA of Dane County to inform the drafting of the 2022-2024 aging plan.	