Focus Group Discussion Guide: Walking for Transportation

Materials and supplies for focus groups
a. Sign-in sheet
b. Consent forms (one copy for participants, one copy for the team)
c. Focus Group Discussion Guide for Facilitator
d. 1 recording device
e. Batteries for recording device
f. Notebook for note-taking
g. Refreshments

Facilitator’s welcome, introduction and instructions to participants:
Hello, my name is [insert name]. I am working on a research project at the University of Kentucky to learn more about walking for transportation and leisure among UK staff and students.

The focus group will last about an hour. Your participation is voluntary. You may choose to withdraw from the study at any time. If you do not want to answer a question, you do not have to. The focus group will be audio recorded so we can summarize responses once we have completed the focus groups. Responses will then be summarized and reported in aggregate form. Your responses will not be connected to you individually.

A focus group is like a group interview. We are very much interested in everyone’s responses to the questions we will ask today; there are no wrong answers. We recognize you all may have valuable opinions and different experiences to share, and we value your input in the discussion.

Warm up
First, I’d like everyone to introduce themselves. Can you tell us your first name and your affiliation at UK/how long you have been here?

Guiding Questions
We are going to start out talking about your experiences with walking for transportation here on UK’s campus or in the Lexington area.

1. Have you ever heard of the term walking for transportation? What does it mean to you? Can you give us some examples?

2. Walking for transportation has been defined as walking for the sake of getting somewhere, to get from one place to another, a mode of transportation. Given that definition, do you walk for transportation? Can you tell us a little bit more about that? What kinds of places are you most likely to walk to? [Probe for employees: do you find yourself walking for transportation while at work?]

3. What do you think encourages someone to walk for transportation? [If it doesn’t come up: Do you like to walk for transportation by yourself or prefer to walk with others?]
4. Do you think walking for transportation can help contribute to meeting the recommended physical activity requirements per day? Why or why not?

5. Do you think if people knew walking for transportation could contribute to meeting the daily requirements that it would encourage them to do so? What would be some ways we might help inform people that this is the case?

6. Do you find yourself walking more for leisure or recreation as compared to transportation? Please explain.

7. What are some of the barriers you face related to walking for transportation? a. On UK’s campus? Or where you live?

8. What strategies might promote walking for transportation among your peers/colleagues?

9. Have you seen signs around campus or in your community promoting walking for transportation or leisure? Do you think there is a need for this type of campaign on college campuses? In your community? Please explain.

10. Here is an example of a sign we used to promote walking for transportation on campus. What are your thoughts? Do you have suggestions on what might be added to the signs to promote walking?

**Concluding question**
Of all the things we’ve discussed today, is there anything else you would like to share about walking for transportation?

**Conclusion**
Thank you for participating. This has been a very successful discussion. Your opinions will be a valuable asset to the study and we hope you have found the discussion interesting. Please remember to maintain confidentiality of the participating individuals by not disclosing their names. You will receive your Amazon gift card via email in the next week or so.

If there is anything you would like to discuss further, please feel free to contact the PI - Melinda Ickes, whose contact information is on the consent form.