



## Public Health Association of Australia (Qld Branch)

### Workshop Presentation: *Focus groups in the Real World*

#### Overview

Focus group discussions: Have you ever done one? If you have, did you really know what you were doing? Most population health students will cover the topic briefly in their research methods units. Many population health practitioners and researchers will have used them to a small extent in their work. However few people in the profession really know what they are doing when it comes to conducting focus group interviews and getting useful information.

There is something to be learnt from market researchers, for whom focus groups are the 'bread and butter' activities for their profession. Come and hear from one of Brisbane's best little market research companies about how they do this work and the lessons that can be learnt for adopting these strategies in population health research and practice.

#### Who should attend?

Students, teachers, academics, researchers, practitioners in population health and related fields

#### Presenter: Rhonda McLaren

Rhonda has 18 years of research experience on both the agency and client side of the market research industry. Customer and stakeholder satisfaction is her key research specialty, for both the government and private sectors. Rhonda also has extensive experience in social research and public health studies.



**Registration fees:** Free for PHAA members and Cancer Council Queensland Staff/\$10 for students/\$20 others

Please send your RSVP to [TaniaPatrao@cancerqld.org.au](mailto:TaniaPatrao@cancerqld.org.au) by *Friday 30<sup>th</sup> March 2012*. Light refreshments will be provided.

**Tuesday 3<sup>rd</sup> April 2012, 5:30 pm till 6.45pm  
Cancer Council Queensland Auditorium  
553 Gregory Tce, Fortitude Valley 4006**