



Social cooking project 2011-2013
Appendix 8

PHASE 1 EVALUATION FOCUS GROUP TOPIC GUIDE

**FIGHT
FOR EVERY
HEARTBEAT**

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PHASE I EVALUATION FOCUS GROUP TOPIC GUIDE

Introduction

- Give out name stickers on arrival.
- Dietitian introduces herself and the BHF.
- Housekeeping - Tea, coffee, toilets, fire exit.
- Outline the purpose of the focus group. For example, it's to get their thoughts and opinions, there are no right or wrong answers, it's not a test, just to get insights.
- Say what the BHF will gain from the focus groups: lessons we learn will help support future projects. Feedback can work towards understanding project benefits, what works and where there are challenges or barriers to the project working effectively. Tell them their voices are vital. A previous evaluation provided some useful findings and we now want to build on these. Tell them their feedback will be anonymous and confidential. Useful quotes will be put into the report but will remain anonymous.
- Ask permission to audio tape the group and repeat reassurances of confidentiality etc.
- Ask them if they have any questions before you begin?

Warm up

- Each person introduces themselves, and explains how long they've attended the PoW, how long as a social cook, why they do it and what they typically do as a social cook.

Knowledge and awareness

- When they're cooking at the PoW, what are the most important things for them?
 - * Authenticity (making sure food is traditional)
 - * Low cost
 - * Convenient or easy to make
 - * Tasty
 - * Healthy
 - * Habit (we just cook what's always been cooked).
- Thinking generally, have they changed their views on healthy eating and cooking over the last few years?
- Are they aware of the need to reduce salt and fat in cooking generally?
- If so, do they apply this at home when they're cooking?

Social cooking project generally

- Outline the key aims and objectives of the Social cooking project and brief info on their role.
- How did they first become aware of the project?
- First impressions of the project?
- Any initial perceived challenges or barriers for the project, eg, to making changes?
- Are they aware of any external networks and partnerships that connect to the PoW but could be used to develop them further and improve the community's health? Please name them.

Social cooks' participation and any resulting behaviour change

- Have they made any changes to their cooking at the PoW so far and if so, what? (Be honest, if they haven't initiated any changes yet then it's fine to say so.)
- If they have made some changes, even though it's been a short time, what's their experience of trying to make changes in their cooking/volunteering?
- Did they make any changes overtly (by telling people) or more covertly (by not mentioning it)?
- Were there any responses (by members of the congregation or other cooks) to any changes and if so, what sorts of responses have they had? Has there been positive interest in the project from the congregation? Or negative? (Ask why)
- Have they made any changes to their food shopping choices or cooking practices at home since they've been involved in the project? (Again, it's fine to be honest if there's been no change).

Social cooking project – going forward

- Is there anything they feel works really well so far within the project or they want to see more of going forward?
- What do they see as the key benefits of the project to the congregation and perhaps to the wider community?
- What sorts of advice would they give to the BHF when they approach other PoW with this type of project?
- What kinds of advice would they give other social cooks in relation to making healthier changes?
- Are there any pitfalls to look out for as a social cook when trying to implement changes?
- Any other comments they would like to make before closing?

Give a brief summary of the session, thanks and close.