

Conducting Community-based Participatory Research Using Qualitative Methods

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Multi-Method Approach to Needs Assessment

Archival Data

- Routinely collected data from agencies, organizations, and governmental entities
- Supports perceptions and opinions reported in interviews and surveys

Focus Group Interviews

- 10-12 participants per group
- Group members should share similar characteristics or a commonality
- Conduct multiple sessions

Public Opinion Survey

- Perceptions of the behavior
- Impact of the behavior
- Community Response

