



Co-funded by
the European Union



www.healthy-lifestyles-project.eu

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[in](#) "Healthy Lifestyles for Europe project (HL4EU)"

HL4EU Virtual Focus Groups

What is a focus group?

A virtual focus group is a qualitative data collection method where volunteer participants with specific background experience join a guided conversation on a specific topic. The conversation is aimed to provide deeper insight on a specific topic.

Why are we conducting focus groups as part of the HL4EU project?

- To consolidate the voices of a much larger group of stakeholders beyond the project consortium;
- To get input to the project consortium go from the call for action to more specific recommendations;
- To build a strong network around the project recommendations.

How will the HL4EU focus groups be delivered?

- At least four 90-minute zoom sessions with sign-up each bringing together max. 8 participants (more session if we have more participants);
- A digital tool will be used in combination with zoom to enable brainstorming and co-creation;
- Each session will include stakeholder from various perspectives;
- Each session will have a pre-defined programme aimed at co-creation:
 - 5 minutes - welcome
 - 15 minutes - introduction and icebreakers
 - 30 minutes - brainstorming on sticky notes
 - 30 minutes - discussion and co-creation of themes and recommendations
 - 10 minutes - next steps and session closing

How will we report on focus group outcomes?

We will create a report on the focus group take-aways to offer guidance for the creation of the policy recommendations.



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