



# The Illinois Higher Education Center for Alcohol, Other Drug and Violence Prevention Announces:



## “Administering Focus Groups to Assess Substance Abuse”

**Presented By: Tracy Knofla, High Impact Training**



Obtaining important and meaningful information from your constituents is the key to providing programs and services that meet their needs. This fast-paced and informative workshop will teach you ways to: convene focus groups that will give you constructive information, structure questions that will elicit the most honest responses, and teach you to decipher responses to be used in the creation of action plans. Participants will learn to:

- Identify the appropriate timing and topics for focus group consideration.
- Create questions that will make the most of the focus group experience.
- Handle difficult participants.
- Create an environment that is conducive to eliciting good and useful participant responses.
- Use the information gleaned to create action plans.

**Date:** Thursday, September 23, 2010

**Time:** 8:30am-3:00pm

**Place:** Doubletree Hotel Chicago-Oak Brook  
Oak Brook, IL

Lunch **only** and training materials will be provided at no cost.

**To Register:** [www.eiu.edu/~ihec](http://www.eiu.edu/~ihec)

Click on Continuing Education, then IHEC Upcoming Trainings and follow the registration link

**Registration Deadline is September 10, 2010.**

For questions, email Jessica A. Wright at [jawright3@eiu.edu](mailto:jawright3@eiu.edu) or call 217-581-2112