

Women & Alcohol Project: Phase II

FOCUS GROUP DESIGN AND RECRUITMENT

FOCUS GROUP AIM

To explore the role alcohol plays in the lives of Northern Beaches women aged 35-59 years.

ELIGIBILITY

Participants were eligible if they were:

- Female
- Aged 35-59 years
- Currently residing on the Northern Beaches of Sydney, Australia
- English speaking
- Able to attend in person

RECRUITMENT STRATEGY

A purposive sample was recruited from 5th February 2019 to 16th April 2019 using:

- Advertisements placed in local and special interest Facebook groups
- Posters displayed in Northern Beaches supermarkets, female-only gyms, libraries, community centres, surf clubs, cafes and bus stops

Interested participants were screened for eligibility over the phone by the research team.

DATA COLLECTION

Six focus groups were conducted by an independent facilitator between 5th March 2019 - 16th April 2019.

Groups were held at either Mona Vale or Brookvale Community Health Centres over a range of times (weekend/weekday, business hours/after hours) and had 7-8 participants per session. On arrival, participants read and signed the participant information sheet and consent form, completed the AUDIT alcohol screening questionnaire and completed a demographic survey.

Each session was 90 minutes in duration and used a researcher-developed discussion guide which covered:

- The drinking environment
- Reasons for drinking
- Changes in consumption over time

Audio and non verbal observational data were collected and then transcribed by an independent contractor, with final transcripts checked by the research team against the audio recordings.



**Are you female
aged between 35 and 59
living on the Northern Beaches?**

Join our focus group!

We are interested in the role alcohol plays in the life of women aged 35 to 59 and invite you to share your thoughts, opinions and experiences

ANALYTICS

10 weeks

time recruitment
was open

6

focus groups completed

47

women participated

540

minutes of data
transcribed

WHERE TO NEXT?

Qualitative analysis of focus group data will identify alcohol-related themes and behaviours in this cohort. A survey will then be conducted to explore the population prevalence of these.



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This project is approved by the NSLHD Human Research Ethics Committee: 2019/ETH11953.



Health
Northern Sydney
Local Health District