

Best Practices in Community Education in Mental Health and Addiction with Ethnoracial/Ethnocultural Communities

Focus Group Discussion Guide

General note to the facilitator: If the group, when answering the questions, does not bring up gender differences, please ask if they sense a difference between men and women with respect to the question.

1. How does your community view the use of alcohol?

Probes:

- what is your view about the use of alcohol
- are there cultural beliefs and taboos around alcohol use (e.g. is it acceptable or prohibited)
- if it is acceptable, for whom is it acceptable (e.g. men, women)
- when is alcohol used (e.g. for special occasions, when friends get together, on weekends or on the everyday-basis)
- are there differences in alcohol use among the various groups within your community (e.g. seniors, new immigrants, single men)

2. What are the local drinking practices?

Probes:

- what activities are most associated with drinking
- what are the most common kinds of alcohol drinks consumed in your community?
- what size of glasses/containers are drinks usually served in (show them 3 pictures of glasses of different sizes with increased amounts of alcohol in each and then ask them to pick out one picture which may give us an indication of the amount of alcohol in one typical drink)
- how many drinks on one occasion are considered socially acceptable?
- are there differences in the way that men and women drink
- are there differences in drinking patterns between your country of origin and Canada

3. What is your perception of the risks and problems associated with drinking?

Probes:

- family disruption

- health problems
- unemployment
- injuries – drunk driving, falls
- financial implications
- legal consequences
- violence
- what factors in your community may contribute to drinking (e.g. cost, number of outlets, where alcohol is sold, how alcohol is advertised/marketed to your community)

4. Do you think that information about ways to avoid or reduce the risks associated with drinking is relevant and valuable to your community?

Probes:

- if not, could you explain why
- what do you think is meant by low-risk drinking
- what is culturally inappropriate about this information

5. What do you think are the culturally appropriate and effective messages addressing alcohol use in your community?

Probes:

- what information should be included
- what messages do you consider most useful and relevant to your community
- what are the cultural values that should be reflected

6. What do you think about CAMH's Low-Risk Drinking Guidelines (LRDG) being translated into your language? (Note to facilitator: Please show the LRDG brochure and explain the Guidelines – a brief overview of the LRDG has been provided)

Probes:

- are they understandable and relevant to you
- if not, could you explain why

7. What would be the most effective means of communicating the messages?

Probes:

- written, audio, visual (e.g. pamphlets, workshops, local newspapers, TV or radio, internet)
- who are the most credible communicators with your community that should be involved in delivering the messages