



AoP Evaluation Framework: Conducting Creative Focus Group Interviews

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Creative Focus Groups with AoP participants

- Creative focus groups are conducted in the end of each AoP programme
- The structure of the creative focus group:
 - **Introduction** + time for questions
 - **Exercise 1: Picture Prompts**
Followed by a discussion with the group: sharing experiences, insights and thoughts. Participants are encouraged to show the picture they have chosen and read the text they have written.
 - **Exercise 2: Body Map**
Followed by a discussion with the group. Participants are encouraged to share and elaborate their responses to the four prompts in the Body Map picture.
 - **Exercise 3: Creating an Impact Table together with the group**
 - **Ending the focus group** + thanking the participants + time for questions/discussion/wrap-up

General instructions

- Creative focus group is recommended to be organised as part of the group's last AoP workshop session (it should be considered as part of the AoP programme rather than some extra activity)
- Before starting the focus group, create a safe environment where participants feel comfortable to express their experiences, opinions and views
- Organise the room/setting so, that the participants can sit relaxed, and they are able to make eye contact with each other
- Reserve enough time for the focus group: focus groups usually last about 90 - 120 minutes
- Notes will be taken during the creative focus group to document the discussion (You can take the notes so that no personal information about the participants is included in the notes -> Individual participants are not going to be identifiable from the notes)
- Alternatively, you can also audio record the focus group discussion. In case you record the focus group, make sure that you ensure participant anonymity and data security.

Preparation of the Creative Focus Group

- Invite participants to take part in the creative focus group already in the beginning of the AoP programme, and remind them about this invitation before the last workshop session
- Make sure that all participants have been given the information letter about AoP evaluation, and they have signed the consent forms prior to taking part in the creative focus group
- Book a quiet space for the focus group and arrange the space well in advance
- You need two persons to implement the focus groups: facilitator of the focus group & a person who will take notes systematically during the workshop (alternatively, you can also audio record the focus group)
- You can prepare a template for taking notes systematically to help the documentation
- Prepare/reserve materials for the creative focus group (see the next page)

Materials needed for the Creative Focus Group

- **Exercise 1: Picture Prompts**

- Set of pictures (including e.g., 80 photos)
- One piece of paper/cardboard for each of the participants
- Pencil/pen for each of the participants

- **Exercise 2: Body Map**

- Print out one Body Map picture (A4 size) for each of the participants
- Pencil/pen for each of the participants

- **Exercise 3: Creating an Impact Table together with the group**

- Flip chart paper and markers
- Small round/star shaped stickers (3pcs for each participant)
- Paper and pen/pencil for each of the participant, in case they want to write down notes for themselves

When starting the Creative Focus Group

- Introduce the facilitator of the focus group and the person who is going to be taking notes during the discussions
- Explain clearly what is the purpose of the focus group and give participants time to ask questions. Remind the participants that participation is voluntary.
- Introduce the structure, methods and schedule of the focus group
- Make sure that everyone has signed the consent form regarding AoP evaluation
- Implement the focus group: three creative exercises and discussions in between each of them (see the pages 7-9)
- When facilitating the discussions between the exercises, try to encourage everyone to participate and ensure that everyone has the opportunity to share their experiences and views. No one, however, should be pressured to share anything they don't feel comfortable with.



Set of photos (c)Ulla Halkola, Spectrovisio

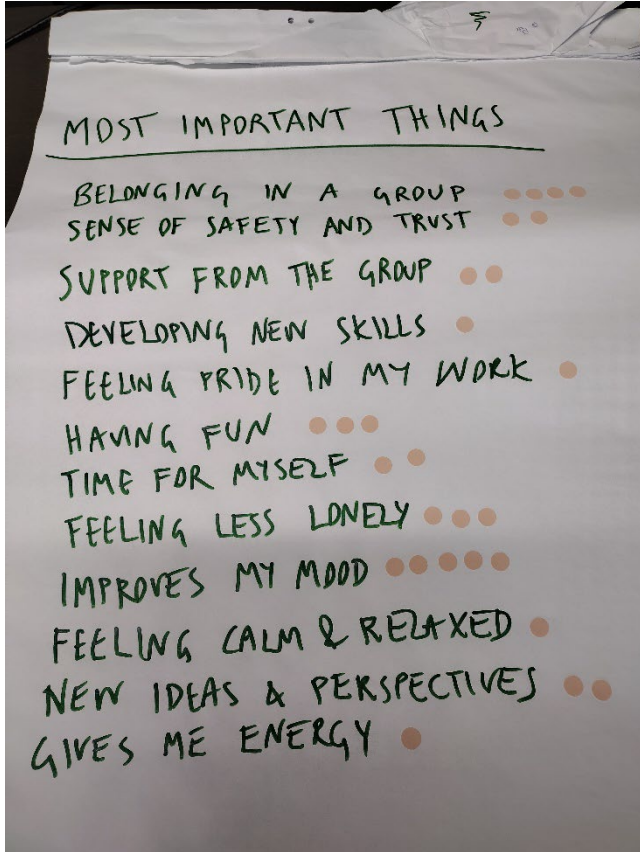
Creative Focus Group PART 1: Picture Prompts

- All focus groups are provided with set of pictures (containing e.g., 80 photographs)
- Participants are given a question to reflect: **Has taking part in Arts on Prescription brought any changes in your daily life?**
- Participants are asked to choose a picture in response to the question. They are asked to reflect the question and write their thoughts to a piece of paper/cardboard
- After that, the group will discuss together, and everyone is asked to share their thoughts on the topic



Creative Focus Group PART 2: Body Map

- Participants are given a printed “Body Map” and asked to write in response to four prompts in the picture:
 - Head: Something that made me think...
 - Heart: Something I enjoyed about doing art...
 - Handbag: Something to take away with me...
 - A bin: Something I would have done without...
- After answering these prompts, again the group will have a discussion together and everyone is asked to share their thoughts



Creative Focus Group

PART 3: Creating an Impact Table together with the group

- Participants are first asked to reflect: **What has been the most important thing for you when taking part in AoP?** (People can write things down for themselves if they like)
- Everyone is then asked to share with the group 1-3 most important things for them
- Key themes, outcomes or impacts (what participants shared) will be written up on a flip chart paper on the wall as a list (by the facilitator of the focus group)
- Participants are then given 3 stickers and asked to “vote” on the things at the list that are most important to them. They can mark their own responses or others.

Finishing the Creative Focus Group

- Ask the participants to hand out the outputs from the creative exercises (the picture prompt texts, the body maps) to you, if they have given consent that these materials can be included as data for the evaluation
- Give participants the opportunity to ask questions and discuss after the focus group, if needed
- If there are any emotional responses during or after the focus group, handle the situations carefully
- Thank the participants for taking part and contributing to AoP evaluation
- Inform the participants about when and where the results of the AoP evaluation will be available

After the Creative Focus Group: Data storage, management & analysis

- Compile and store safely the outputs from the creative exercises (texts from the Picture Prompts and Body Maps, the Impact Table) and type up the texts included in these materials
- Type up the notes from the creative focus group discussions. If you have recorded the focus group, you can transcribe the recording.
- Make sure that you ensure participant anonymity and data security: Store the data safely in secure systems, anonymise responses if they contain personal information (e.g., names), and comply with data protection laws like GDPR.
- Analyse the data collected applying a suitable qualitative analysis method (about qualitative analysis methods, see e.g., Warran, K., Daykin, N., Pilecka, A. & Fancourt, D. (2023). [Arts and Health Evaluation: Navigating the Landscape](#). Social Biobehavioural Research Group, University College London, p. 49.)



For more info about the Arts on Prescription in the Baltic Sea Region project evaluation activities, visit the website: <https://interreg-baltic.eu/project/arts-on-prescription/>

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