

# NCD Child Focus Group Discussion Series: Adapting to Virtual NCD Dialogues and Addressing Webinar Fatigue

## BACKGROUND

Between January to March 2022, NCD Child held a series of focus group discussions with participants from the Latin America, sub-Saharan Africa and Asia-Pacific regional workshops, and prospective participants for the upcoming European regional workshop. The focus group discussions brought together 5 -10 participants in a one-hour Zoom meeting.

## PURPOSE

Many are experiencing what has been coined “Zoom fatigue” after approximately two years of exclusively virtual meetings. This phenomenon has impacted the level of youth engagement in the NCD agenda. To ensure that our virtual events continue to meaningfully impact and engage with youth, we held a series of focus group discussions to explore strategies to combat “Zoom fatigue” and identify priorities for our regional advocacy efforts.

## MAJOR FINDINGS ACROSS REGIONS

### Format:

- Zoom is the preferred platform for virtual events
- Shorter events (under one hour in duration) and events with fewer participants are more effective in the virtual setting
- Interactive elements (e.g. games using platforms such as Kahoot, visual collaboration using platforms such as Mural Board or Google Docs, and Q & A sessions using Slido or Zoom polls)
- Intermittent breaks to retain audience attention
- Email reminders and receiving event materials (such as the agenda, breakout room topics, and informational resources) in advance of the event
- Post-event certificates of attendance should be issued to event attendees

**Theme:** Mental health and obesity were said to be significant themes in 2022

## UNIQUE FINDINGS

LATIN AMERICA	SUB-SAHARAN AFRICA	ASIA-PACIFIC	EUROPE
<p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Focus groups</li> <li>• Share summary notes or video post-event (in addition to full recording)</li> </ul> <p><b>Theme:</b> Internet and social media risks for youth</p>	<p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Set virtual background according to theme</li> <li>• Dress in a particular colour</li> <li>• Invite celebrity guests/moderators</li> </ul> <p><b>Theme:</b> Diabetes, youth advocacy and research, traditional healers</p>	<p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Guidelines for engagement for breakout rooms</li> <li>• Case study examples</li> </ul> <p><b>Theme:</b> Smoking and vaping cessation, sugar-sweetened beverages, religious leaders in knowledge dissemination</p>	<p><b>Format:</b></p> <ul style="list-style-type: none"> <li>• Breakout room for ice breakers</li> <li>• Leverage major events</li> <li>• Networking time</li> </ul> <p><b>Theme ideas:</b> NCD financing and investing, care inequities, post-pandemic NCD care</p>

**Follow-up action:** The findings of the focus group discussion series will be used to set the format and theme for the upcoming regional workshop in the European region (date TBD). It is also our hope that other organizations can use these findings to inform their virtual programming in 2022.

**NCD Child would like to thank all of the participants from the focus group discussion series.**