



**Southeast Evaluation Association Webinar:
Moderating Focus Groups
Monday, May 15 from 12:00 p.m. to 1:00 p.m., Eastern**

Description: The purpose of this webinar is to cover focus group facilitation skills. Focus groups are a common research tool used in mixed method and qualitative studies. This webinar will cover the basic foundations of focus group facilitation and introduce specific advanced group facilitation skills.

Speaker: Moya L. Alfonso, PhD, MSPH is an Associate Professor of Community Health at the Jiann-Ping Hsu College of Public Health (JPH COPH) at Georgia Southern University. Her research interests include community-driven translational research, participatory research and evaluation, addiction and recovery, and program evaluation. Dr. Alfonso has an interdisciplinary background that bridges public health and educational research and measurement. Her combined skills in prevention research and program evaluation have led to her serving as Lead Evaluator for over 10 years for the School Board of Sarasota County's prevention work. Prior to arriving at JPH COPH, Dr. Alfonso served as Co-Lead of Methods and Evaluation for the Florida Prevention Research Center. In this role, she led the evaluations of the VERBTM Summer Scorecard physical activity campaign and the Believe in All of Your Possibilities substance use prevention campaign. In addition to her funded work, Dr. Alfonso provides evaluation support to the Statesboro Regional Sexual Assault Center (SRSAC), with the intent of strengthening local capacity to effectively address sexual abuse and assault. Finally, Dr. Alfonso serves as Research Chair for the Center for Addiction Recovery at Georgia Southern University, where she is investigating the intersection of alcohol addiction and overweight/obesity.

Registration: This program is free for SEA members; \$15 for non-members. RSVP to SEA via email (seacoordinator@southeastevaluation.org) and submit your program fee via the SEA [website](#) or mail.

*Join SEA now to save on programs and enjoy member benefits all year!
Regular membership is \$30, and membership for full-time students is \$10.*