



New Mexico
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September 16, 2021

National PTA Focus Groups

Dear families,

National PTA and NortonLifeLock created [The SmartTalk](#) 6 years ago to:

- Guide families through a conversation about how family values should translate to online behavior.

- Allow children to actively participate in the rules that they agree to around device use, online safety, security and citizenship.
- Create a personalized digital family contract based on individual responses.



National PTA wants to talk directly to families about how to make **The SmartTalk**

- More relevant
- More accessible
- Easier to use
- Representative of ALL families.

To accomplish this goal, National PTA is hosting a series of virtual focus groups to hear directly from specific populations about their families' technology use, needs, concerns and challenges, and how to make **The SmartTalk** more inclusive, accessible and better.

Below are the days and times for the focus groups:

1. LGBTQIA+ families – Tues, Sept 21st 6:30pm ET
2. Rural families – Tue, Sept 21 8pm ET
3. Asian American families – Fri, Sept 24th at 11am ET
4. African Americans- Fri, Sept 24th at 1pm ET

All focus group participants must meet the following criteria:

- Adult caregivers of any gender
- Caregivers of school aged children
- Ability to meet via Zoom
- Willing to be recorded
- Willing to be on camera
- Willing to preview **The SmartTalk** prior to meeting

If you are interested in attending, please send an email to hparker@pta.org that includes your full name, email address, and which focus group you would like to attend. You will then receive a follow up email from the focus group team with the Zoom registration link.

NOTES:

- Emails will only be used to send the Zoom link and honorarium after the focus group.
- Focus group participants will receive a modest honorarium for attending, which they will receive upon full participation in the focus group

Thank you for considering this request!



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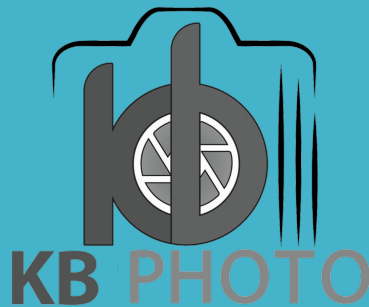
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