

ATTACHMENT 4: Moderator's Guide

OMB No. 0930-0196

Expiration Date: 08/31/2010

Public Burden Statement: An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB control number for this project is 0930-0196. Public reporting burden for this collection of information is estimated to average 1 hour per respondent per year, including time for responding to questions, reviewing message concepts provided, and sharing reactions and ideas within the group. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to SAMHSA Reports Clearance Officer, 1 Choke Cherry Road, Room 7-1044, Rockville, Maryland, 20857.

SAMHSA Underage Alcohol Use Prevention Media Campaign Focus Group Moderator Guide Round 1

I. Introduction and Ground Rules (5 minutes)

A. Ground Rules

- Thank you for taking time out of your schedules
- Group will last 60 minutes
- Make sure everyone has the packet that was mailed with them in the room and have pen and paper to write on
- No right or wrong answers—goal is to hear a variety of viewpoints, not to reach consensus
- Comments are private; Audiotaping; Listeners
- Speak as loudly as moderator; Speak one at a time
- Warning to talkative and quiet people—everyone gets a chance to speak
- Feel free to talk to each other, disagree/agree, but observe common courtesy
- State first name each time you want to say something so that we can keep track of who is speaking

B. Introductions

Let's have each of you introduce yourselves by saying your first name only, where you live, and how many children you have and their ages.

READ: For the purpose of today's discussion, I want you to mainly think about the child/children you have that are [CODE GROUP RANGE].

II. Frame of Reference/Parenting Issues (10 minutes)

1. As parents of children ages [CODE GROUP RANGE], you probably all have concerns about them. Now I'd like to ask you to write down on a piece of paper the three biggest issues you worry about. Then, put a star next to the one that worries you the most.

- a. What did you put your star next to?

ASK EACH RESPONDENT WHAT TOP CONCERN THEY WROTE DOWN [EACH PARTICIPANT SHOULD RESPOND]

- b. What other concerns do you have?

PROBE *exhaustively*

III. Basic Knowledge and Attitudes (15 minutes)

So let's talk about children drinking alcohol.

2. Currently, do you see drinking as an issue you need to be concerned or worried about with your child, or not so much?

PROBE: What makes you concerned? What makes you not concerned?

3. If you were concerned about your child drinking, what could you do to prevent it?
4. How do you feel about having conversations with your child about alcohol?

PROBE: What would the conversations be like? At what ages? How confident are you about having these types of conversations? What would hold you back? What would happen if you did have this conversation? What would be the benefit? Would it make a difference, or not?

5. If you were concerned about your child drinking alcohol, where would you go to find information to help you? What would be the most helpful?
6. Have you talked with other parents about children drinking alcohol, or not?

- a. [If yes] Tell me about the conversations.

PROBE: What did you talk about? How did the conversation go? Was it easy or hard to talk to other parents? How many times have conversations like this happened?

- b. What would make it easier to talk to other parents?

IV. Message Concepts (25 minutes)

Now, let's get your reactions to a few paragraphs about underage drinking. There are five in all. Please open the page marked [CODE]. We need your honest reactions; I didn't write any of these so I won't take any of these comments personally. I'm going to read it aloud while you follow along.

READ FIRST MESSAGE CONCEPT [ORDER OF MESSAGES WILL BE ROTATED]

[AFTER READING]

First I'd like to get some overall reactions. Then we'll go through it in more detail.

7. What are your first impressions—your first thoughts and feelings as you were reading it?
 - a. What jumps out at you?
 - b. What is the main point?
 - c. Who is it for?

PROBE: Parents like you? Other parents? What are those parents like?
 - d. How does it make you feel?

LISTEN FOR: surprised, scared, curious, skeptical, offended
 - e. Are there any glaring problems or “red flags”?
 - f. What additional information would you want to know after seeing this?
8. Please take a moment to review this page. As you do so, let's think about what's most important here. Put a plus sign to the left of any point that you consider IMPORTANT.
 - a. Next, look over the plus-marked points and pick the TWO MOST IMPORTANT.
 - b. Let's talk: Name ONE of the two you just chose and what made you choose it. [EVERONE GETS TWO TURNS.]
9. Now put a minus sign to the left of any point that you consider NOT IMPORTANT.
 - a. Next, look over the minus-marked points and choose the TWO LEAST IMPORTANT.
 - b. Let's hear ONE of the TWO LEAST IMPORTANT and what made you choose it. [EVERONE GETS TWO TURNS.]

REPEAT FOR ALL 5 MESSAGE CONCEPTS [See Attachment]

V. Communication Preferences (3 minutes)

10. Overall, where would you prefer to see this type of information?
- a. Read (Where?)
 - b. Hear on the radio (What kind of program?)
 - c. See on TV (What kind of program?)
 - d. See on the Internet? (Where on the Internet? Read, or video, or both?)
 - e. Hear from a person you respect? (Like who? Another parent? Parent you know? Celebrity parent? Which one?)
 - f. Hear from your child's school?
 - g. In stores or as part of packaging on products you buy? (Which ones?)
 - h. Get in some other way? (Which?)

PROBE: Cell phone, texting, community group

11. What else would get your attention?

IV. Wrap-up (2 minutes)

After all of the things you've seen and heard today, is there anything that would make you want to get more involved in making sure your child does not drink? If yes, what appealed to you?