

Focus Group Question Schedule
Science to Practice: Developing and testing a marketing strategy for
preventing alcohol-related problems in college communities

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Note: The facilitator of the focus groups will elicit responses to the broad questions (numbered below) and use the probes under them to guide subsequent discussion. Both the questions and the optional probes are provided here so as to provide a better picture of how the focus groups may unfold. Additionally, depending on the discussion, not all the numbered questions may be asked in any one focus group.

1. How great a problem is college student drinking?
 - What aspects of college student drinking are the most problematic?
2. What are the primary ways in which colleges are responding to the problem now?
 - How were they chosen?
 - How effective are they?
 - Should colleges & universities be doing “more” or should they focus on fewer strategies?
3. How well would alcohol control strategies fit into your campus’ prevention activities?
 - What would be the key issues raised (both positive and negative)?
 - Who would be the stakeholders?
 - Who would support or oppose such an approach?
4. Safer California Universities Project (describe intervention)
 - What would be the major concerns with adopting this program?
 - What would be the process that would determine adoption?
 - Who would be the most likely “champion” for adoption?
 - Who would likely take the lead if it were to be adopted?

Attachment 5

- What would affect the likelihood of adoption (positive and negative)?
5. How would each of the following affect the decision to adopt?
 - How the intervention is framed?
 - Which other institutions have used the program.
 - Research evidence in support of the intervention.
 - Agencies or organizations that endorse or sponsor the intervention
 - Perceived cost of the program (dollars or staff time).
 6. What would be the best strategy for gaining adoption?
 - Who should be “targeted” in a marketing campaign
 - What materials would be effective in marketing the intervention (e.g., web site, printed brochures, video presentation)?
 - Would presentations at professional meetings be effective (if so, which)?
 - Would universities think technical assistance is required for implementation?
 7. Final thoughts and suggestions
 - Are there any issues, challenges, opportunities that haven’t been mentioned?