

Underage Drinking Prevention National Media Campaign Target Audience Plan

PHASES 2 and 3

12-3-10

The Substance Abuse and Mental Health Services Administration (SAMHSA) and its contractor Gallup held formative focus groups in May through July 2010 with parents of children ages 9-15 to inform SAMHSA's Underage Drinking Prevention National Media Campaign. This plan outlines Gallup's recommendations for the next phase of focus groups.

Overview

Gallup proposes to conduct the following focus groups with participants from difference urban, rural and suburban locations across the country and various ethnic, racial and socioeconomic status levels.

- **Phase 2, Parents: 10 in-person focus groups with parents - two focus groups in each of the five (5) National Prevention Network (NPN) geographical regions.** These groups will be segmented by age of child and gender of parent to obtain feedback on **message concept statements** refined from the earlier groups in Phase 1. Overall, these groups allow for testing of a number of general approaches that will inform the final creative elements.
- **Phase 2, Children: 24 in-person, individual interviews with children,** segmented by age and location (Raleigh and Cleveland). Phase 1 focus groups revealed that parents want messages and materials that help them talk to their children. These interviews will help ensure that campaign messages will be well received by children.
- **Phase 3: 10 in-person focus groups with parents - two focus groups in each of the five (5) NPN geographical regions.** These groups will be segmented by age of child and gender of parent in order to obtain feedback on **near-final messages and materials** (headlines, themelines, visuals, TV and/or radio script), refined from the first 10 groups in Phase 2.

Participants

Parents

Gallup will recruit a mix of parents of children ages 9 to 15 from different urban, rural, and suburban locations across the country, as well as various socioeconomic levels, races and ethnicities. We will segment the groups based on the three key factors bulleted below, with at least two groups for each subset.

- **Age of child:** We will separate parents of children into two groups: parents of children ages 9 to 12 and parents of children ages 13 to 15. Prior research shows that as children age, their social contexts evolve, parental influence changes, parents' confidence in their influence wanes, and opportunities to drink increase. Based on findings from the first round of focus groups with parents, segmentation by age of child reveals helpful insights for campaign planning.
- **Gender (mother/father):** We will again hold separate groups for mothers and fathers or other male and female caregivers, as they often play different roles in family life; and as men and women, different approaches may appeal to them.
- **Locations:** To cover the five NPN regions, Gallup recommends cities based on their populations and the relative cost of conducting groups there. To include as varied a sample as possible among rural, urban and suburban population groups, recruiters will use zip code analysis of lists provided, and will also ask people to self-identify as living in rural, suburban or urban areas.

Note: Focus group facilities are generally located in medium and large cities, as it is not the type of business enterprise easily supported economically by small towns and rural areas. For in-person groups the alternative is to use facilities such as schools or community centers in rural areas, but this creates added cost for the sponsor to create the infrastructure and staffing for a waiting room, private interview/discussion room, and observation room; plus advance logistics and travel.

With this in mind, Gallup recommends:

- New York City – a northeastern urban location with a diverse socioeconomic, racial, and ethnic population. Facility costs are lower than in many large metropolitan areas because of intense competition.
- Cleveland – a central location with an urban and suburban population, and easily accessible rural population; and a senior Gallup moderator lives in Cleveland, reducing travel costs.
- Raleigh – a southeast location with a rural, urban and suburban population.

- Omaha - both cities can include rural audiences, and also have major Gallup offices that can provide moderators and/or host focus groups, reducing costs.
- Los Angeles - a west coast, urban and suburban location with wide socioeconomic and racial/ethnic diversity, also housing a Gallup office that can host groups and/or provide moderators.

	Central Region (Cleveland)	Northeast Region (New York)	Southeast Region (Raleigh)	Southwest Region (Omaha)	Western Region (Los Angeles)
9-12	1 (Mothers)	1 (Fathers)	1 (Mothers)	1 (Fathers)	1 (Fathers)
13-15	1(Fathers)	1 (Mothers)	1 (Fathers)	1 (Mothers)	1 (Mothers)

NOTE: Gallup will use this methodology for both Phase 2 and Phase 3 Parent groups.

Children

- **Locations:** Raleigh and Cleveland
- **Participants:** Gallup will recruit an equal number of boys and girls in each age range and location, and from different races/ethnicities.

	Raleigh	Cleveland
9 - 11	2 boys, 2 girls	2 boys, 2 girls
12 - 13	2 boys, 2 girls	2 boys, 2 girls
14 - 15	2 boys, 2 girls	2 boys, 2 girls

IRB Approval

Before embarking on the interviews with children, Gallup will submit a plan to its own institutional review board (IRB). The Gallup IRB will examine the proposed work plan to ensure the appropriate treatment of the focus group and interview participants. The IRB will make recommendations for refinements if necessary. Gallup will make any changes requested by the IRB before submitting the OMB package to the Project Officer.

Recruitment

The ideal size for a focus group of the type we are proposing to conduct in this Phase of the project is 8 participants, thus we will strive to recruit 12 per group. We will allow 4 weeks for recruitment and will implement a schedule of reminders to enhance participation rates.

We will retain a professional recruitment firm to recruit parents and children, and will purchase nationally-representative lists of the target audience rather than use the convenience sample lists provided by focus group facilities. For the child interviews, we will conduct a “double recruit.” First we will speak with a parent/guardian, ask screening questions, and ask for consent for the child to participate. Once parental consent is obtained we will speak with the child, ask additional screening questions, and ask for the child’s agreement.

A review of recent in-person focus groups conducted by other federal agencies shows that participants are typically provided with compensation ranging from \$50 to \$150. We will propose to OMB that participants in the parent focus groups receive a \$50 gift card to compensate for their time. For the child interviews, we propose that parent participants receive a \$50 gift card and child participants receive a \$25 gift card. This amount reflects compensation not only for the time spent participating in the interview but also for travel time and expenses.

Additional Information

Gallup will direct all recruitment and other logistics. Gallup will prepare the screeners, moderators' guides, and stimuli for advance approval by SAMHSA.

Senior Gallup moderators will facilitate the groups and interviews. We will audio and video record and transcribe all groups. Gallup will provide SAMHSA with a report that summarizes the findings and provides specific recommendations for applying them to the campaign products and activities.