

Moderator's Guide
Focus Groups to Develop
Impaired Driving Prevention Public Service Advertising Campaign

**Generic Clearance OMB Control No: 2127-0667: Focus Groups for Traffic and Motor
Vehicle Safety Programs and Activities**

I. INTRODUCTIONS & EXPLANATIONS

(10 minutes)

Moderator introduction

MODERATOR TO READ:

This focus group is being conducted to collect information that will help us better understand your opinions about important social issues.

This collection of information is VOLUNTARY and will be used for formative purposes only so that we may develop and evaluate programs designed to reduce the number of traffic-related injuries and deaths. We will not collect any personal information that would allow anyone to identify you. A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 2127-0667. Public reporting for this collection of information is estimated to be approximately 120 minutes per response, including the time for reviewing instructions, completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., Washington, DC, 20590

- Disclose presence of observers and video-recording (in lieu of “note taking”)
- Assure participants of confidentiality and anonymity.
- What we'll be doing: Discussing topics related to the evenings you spend doing things you enjoy, friends, activities, etc. and later understanding how drinking may or may not fit into some of these parts of your life. Later on in the group, I'll also be asking your opinion on some advertising.
- Participant's role: We want to hear your thoughts and opinions. There are no right or wrong answers. Your open expressions and opinions are important.
- My role: independent researcher, here to guide discussion, taping, etc.

Respondent introductions—name, something they enjoy doing socially with friends in their free time.

II. SOCIAL LIFE AND THE ROLE OF ALCOHOL

(25 minutes)

In terms of your social life, how would you describe yourself? More of someone who likes to stay home or more of someone who likes to go out and be social?

- Wide circle of friends, or more of a small, tight group?
- Probe relationship status: Married, in a steady relationship, dating, etc.

When you are socializing with friends outside of your own home, where do you like to go? Someone else's home? A bar? Club? The great outdoors?

- (If in a relationship or married) Where do you like to go with your spouse/boyfriend/girlfriend? Do you tend to go out just the two of you, or with other friends?

Walk me through a night out: When/how is it planned? (*Probe: use of facebook, etc. to help plan, communicate with friends about the plan*)

- When/where does it typically begin? (pre-partying?)
- How does it unfold? (as planned, spontaneous changes to the plan, staying at one place or moving around?)
- When you are out with friends, how would you describe your drinking habits? How many drinks do you have "typically"? *Probe: Rarely/never drink alcohol, sometimes, always?*

What kind of drinks do you like to have? Beer, wine, cocktails, etc?

How important is having alcohol available as part of a typical night out? Is it central, important but not central, or not too important?

When you are socializing somewhere outside your home, about what percent of the time would you say that you get a little buzzed? Drunk?

- Do you use the term "buzzed"? Do you have any other terms for what happens when someone is "feeling good" but not falling down drunk?

Before going out, do you usually have an idea of how much you'll end up drinking? How much is that?

Do you typically end up drinking more or less than you initially expected?

III. ATTITUDES AND BEHAVIORS CONCERNING DRINKING AND DRIVING

minutes)

(30

How does getting home factor into these sorts of occasions? If you are out with friends, how do you typically get there and back? *Probe: drive yourself, have someone else drive you, taxi,*

public transportation, etc. Do you ever use social media tools like a phone app to help you find a ride home?

Do you typically plan out beforehand how you are getting home that night, or do you just play it as it goes? Do friends weigh in on this decision? How does that work?

Can you tell the difference between when you've had a few but are okay to drive, versus being over the limit and too drunk to drive? How?

How often do you just "go for it" and drive home? Can you describe the last time this happened?

(Probe: differences in these outings/evenings vs. others? What makes them different? How did you feel in the moment?)

Do you have any friends who concern you when it comes to driving after drinking? Have you ever felt the need to try to step in? What happened?

- When people are too drunk to drive but they want to anyway, what do you typically hear them say?

Do you think of "drinking and driving" as any different than drunk driving? How is it different?

- When is it okay to drink and then drive? When is it not okay to drink and drive? Why?
- How do you know when you've had too much/too many drinks? Or just one too many?

Do you think the enforcement against drunk driving in your area is strong? Do you think it's too little, just right, or over excessive? Does it act as a deterrent to you? To others? What else (if anything) would be a deterrent to you?

Aside from getting caught, is there anything else about driving after drinking that gives you pause? Probe on hurting self, someone else, damage to car, etc.

IV. AWARENESS OF CURRENT MESSAGING CAMPAIGNS

(15 minutes)

Are you aware of any messages or programs about drunk driving? Which ones?

- How do you feel about these messages?
- How meaningful/relevant is this sort of message?

V. SOURCE OF INFORMATION

- Where have you seen or heard messages about drunk driving? (probe: social networking sites)
- Where else would you be likely to notice messages like this?
- Do you interact with any social networking sites? (Probe: Twitter, Facebook, others?)
 - o Do you visit Facebook pages for organizations or social causes? Have you ever participated in a Twitter Party about a social issue? Is this something you would be likely to do? What do you think about using these platforms to talk about drunk driving? What kind of information would be useful to know?
 - o Can you think of any content or messaging that you would want to share with friends or family? What?

VI. FEEDBACK ON BUZZED DRIVING IS DRUNK DRIVING ADVERTISING (35 minutes)

- 1 "ONE TOO MANY" TV (KARAOKE AND HOUSE PARTY, ROTATED GROUP TO GROUP)
- 1 "CONSEQUENCES" TV (SAVE A LIFE OR HOSPITAL AND AMBULANCE, ROTATED GROUP TO GROUP)
- 1 "ONE TOO MANY" OR "CONSEQUENCES" RADIO
- 1-2 PRINT/OOH

I will be showing you a few ads from a public service campaign, and then ask a few questions to get your opinion on them. It's important to be open about your opinions and reactions. Before I show you the first one, I'm going to ask you to write down a few brief thoughts before you start talking about it. First, what is the main message of the ad? Second, what's your reaction to it?

[SHOW FIRST TV AD]

Ask participants to write down their response.

Have you seen this ad before? Have you heard of a campaign with the tagline, "Buzzed Driving Is Drunk Driving"?

What are your first reactions? What is going through your mind as you watch/listen to this ad?

What is the main idea? Who is this message coming from?

How meaningful is this message for you?

What was particularly interesting to you in this ad?

Was there anything you especially liked in this ad? Anything you particularly disliked?

What do you think of the tone? Should these types of ads be serious, or more entertaining?

Was there anything confusing?

Did it tell you anything new?

As a result of seeing this ad, do you think you would do anything differently than you're currently doing? If yes, what?

[SHOW A SERIES OF OTHER ADS: TWO TV, ONE RADIO, ONE BILLBOARD]

Repeat questions above, in relation to the set of ads they just saw/heard.

VII. SUMMATION

(5 minutes)

Do you have any other words of advice for the people who are doing anti-drinking and driving campaigns?

Any other comments?

Wrap-up and thank participants for their time.