

Moderator's Guide
Hispanic Parent & Caregiver Focus Groups to Develop
New Child Passenger Safety Public Service Advertising Campaign

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

Note: Interview to be conducted in Spanish by a fluent Spanish-speaking moderator who specializes in research with the Hispanic audience

I. EXPLANATIONS

MODERATOR TO READ (<5 min)

This focus group is being conducted to collect information that will help us better understand your opinions about an important highway safety issue.

This collection of information is VOLUNTARY and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. Public reporting burden is estimated to average 90 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that 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 generic control number for this collection is 2127-0667.

ADDITIONAL NOTE TO MODERATOR:

- *Assure participants of confidentiality and anonymity*
- *Disclose presence of observers and video-recording (in lieu of "note taking")*

II. INTRODUCTIONS & WARM-UP (5 min)

- *Introductions of moderator and participant. Ask respondent to introduce him/herself [name, how many children, age of child(ren)]*
- *Thinking about your children, what kind of activities do they like to do? What is your favorite activity to do with your child(ren)?*

III. STORYBOARDS (45 min)

Moderator Note: Explain to participants that they will be shown several advertising concepts that are at an early stage and are not finished advertisements. Participants should use their imaginations and respond to the overall idea presented. Present each advertising concept one-at-a-time (use storyboards as a visual aid). Randomly sort the order of the advertising concepts among the different focus groups, so no particular idea is always shown first or last. Allow participant to read through the concept, mark comments, and then discuss. Ask questions after each concept exposure:

Initial thoughts/key takeaways

- Moderator will instruct respondents to write down their initial reaction, the main idea of the advertisement, and how appealing/how much the ad talks to them on a scale of 1 to 10. (10 = very appealing/talks to me 1= not appealing/does not really talk to me)
- What are your first reactions? What is going through your mind as you watch/listen to this ad?
- What does this make you think about? Why do you say that?
- What is the main idea/what are they trying to tell you in this ad?
- What is the main benefit they are trying to tell you? What communicates/tells you this?
- What else is the advertising telling you?

Emotional Connection

- Write down 2-3 emotions that are evoked after seeing this ad, if any. In other words, how did this concept make you FEEL?

Likes/dislikes/concerns

- What was particularly interesting to you in this ad? What are some of the things that stood out from what you saw? What “jumped” out at you the most? What did you remember most?
- Was there anything you especially liked in this ad?
- Anything you particularly disliked?
- Was there anything confusing?

Relevancy

- How meaningful is this message for you? Is it something you can relate to?
- Who do you think this ad is speaking to? Is it talking to you? What about it makes you feel that way?
- How does the ad’s message impact/relate to you and your family?
- How does this ad make you feel about what you’re currently doing in regards to your child’s safety in your vehicle right now?

Learning

- Did the advertising tell you anything new? What?

Anticipated action

- As a result of seeing this ad, do you think you would do anything differently than you’re currently doing? What?

- Do you recall the website that the ad asks you to go to?
- How likely are you to go to the website? What do you think you would find there?
- Would you tell a friend or family member about this ad? How about the website?

IV. Wrap-up (<5 minutes)

(If time permits) Check with observers for additional questions.

(Hand out for each group member to independently write down their initial reaction to the advertising concept exposure.)

What are your first reactions?

What do you think the main idea of this ad is?

On a scale of 1 to 10, how much would you say this advertising concept is appealing/talks to you? Please circle the corresponding number.

1	2	3	4	5	6	7	8	9	10
Not at all appealing/Does not talk to me									Very appealing/ talks to me