

# .. S T R A T A L Y S ..

Q2 Online Focus Group  
Moderator's Guide Draft  
CDC "Parents are the Key"  
PEDIATRICIANS  
*60-MINUTE GROUP*

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**Welcome to this group session. Today's session is being sponsored by the Centers for Disease Control and Prevention and is focused on a communications campaign about safe teen driving. The campaign highlights the message that motor vehicle crashes are the leading cause of death among teens, but there are proven steps that parents can take to help keep teens safer on the road.**

**First, a few words about what will happen during this session. You are currently connected online to me (the Moderator) and numerous other participants. Over the next 60 minutes, we ask that you respond to the questions you see appear on the right-side of your browser window. Please answer these questions openly and honestly. Your answers to these questions are anonymous and will not be seen by other participants.**

**Occasionally, you may find yourself waiting briefly as others finish their answer. Please be patient for the next question should you finish answering before others - the next question will always appear shortly.**

**At any time during the session, the Moderator may begin an instant messaging chat discussion. You should respond to the Moderator's questions as the discussion proceeds. Note that for these chats, you will also be able to see other participants' comments and respond to them. Please be courteous and polite.**

**You may also get a private pop-up chat window at any point during the session. In this chat, I will ask a few follow-up questions about some of your prior comments. Only you and I will be part of this chat - not the rest of the group. When I close the private chat window, please return to the questions on your screen and catch up with the rest of the group.**

**All information disclosed during the focus group meeting will be kept secure to the extent permitted by law and none of the information discussed during the open chats will be shared with any other individual or organization outside of the purpose of this focus group.**

**We greatly appreciate your participation and you will receive a \$75 gift for participation for taking the time to contribute your opinions tonight. However, you must answer all of the questions throughout the session until the Moderator finishes the session, or you will not receive your gift for participation.**

Questions

When thinking about discussing specific issues with your teen patients, which of the following topics do you consider MOST IMPORTANT?

- Teen driving
- Drugs and alcohol
- Safe sex/STDs
- Immunizations
- Emotional health/peer pressure
- Bullying
- Eating disorders/body image
- Diet and nutrition
- Physical activity/exercise
- Other (please specify)
- 
- None of the above

Submit

On average, how much of your office visits are spent talking to teen patients and their families about prevention of health problems versus discussing or treating existing illnesses or health problems?

- Discuss prevention and treatment equally
- Discuss prevention more than treatment
- Discuss treatment more than prevention

Submit

When compared to other health risks, how dangerous do you feel driving is for teens?

- Very dangerous
- Somewhat dangerous
- Not very dangerous
- Not at all dangerous

Submit

**Now we'd like to focus our conversation around teen driving safety.**

How likely are you to discuss the topic of driving with your teen patients?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

Submit

Questions

Discussion Room

**Moderator:** Do you feel teen driving safety is an appropriate topic for pediatricians to discuss with teen patients and their parents? Why or why not?  
**Moderator:** What information do you, or would you, communicate to teen patients about driving safety (tips, recommendations, risk factors, etc.)? How about to their parents?

How informed do you feel about teen driving safety and crash prevention?

- Very informed
- Somewhat informed
- Not very informed
- Not at all informed

Submit

Which of the following resources/materials about teen driving safety, if any, have you ever used in your practice?

- Parent-Teen Driving Agreement/Contract
- Posters
- Printable Flyers/Brochures
- Infographics
- Statistics/Fact Sheets
- Talking Points
- Newsletter articles
- Online quizzes
- Videos
- Websites
- Other (please specify)

- None of the above

Submit

Do you encourage other staff members, such as nurses and physician assistants, to talk about teen driving safety with patients or their parents/caregivers?

- Yes
- No

Submit

**For the remainder of our discussion, we are going to focus on evaluating materials that could potentially be used for an upcoming campaign on safe teen driving.**

**Now we are going to show you an example of a fact sheet for pediatricians about safe teen driving. Please read the fact sheet and then answer the questions that follow.**

**HANDING  
YOUR  
TEEN  
THE CAR  
KEYS-**

**ARE YOU  
CONFIDENT  
OR CONCERNED?**



American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

## Pediatricians and Safe Teen Driving

Car crashes take about 3,000 young lives every year—that's eight teen deaths a day. All new drivers—even straight 'A' students and "good kids"—are more likely than experienced drivers to be involved in a fatal crash.

Parents can play a key role in keeping their teens safe on the road. Yet parents are too often unaware of their teens' risky driving habits. And the restrictions that parents place on their teens' driving may not include those with proven safety benefits, such as limits on nighttime driving and restricting the number of teen passengers in the car.

Pediatricians can be valuable partners in helping families address this important health topic. Here are some key steps you can take:

- Educate parents and teens about the dangers of teen driving and steps they can take to reduce the risks (see page 2 for examples). Parents and teens should discuss their family's rules of the road and set consequences for breaking them.
- Encourage parents to reinforce these talks by working with their teen to complete a parent-teen driving agreement. Find free copies of the "Parents Are the Key"/AAP parent-teen driving agreement that you can hand out at [www.cdc.gov/parentsarethekey](http://www.cdc.gov/parentsarethekey).
- Remind parents that they need to lead by example. They can't wait until their teen is old enough to drive to start modeling good driving behaviors. If parents talk on the phone, text, speed or drive without their seat belt, so might their teen.
- Spread the word about safe teen driving by distributing campaign materials and displaying campaign posters in waiting and examination rooms. Free "Parents Are the Key" materials are available to order or download at [www.cdc.gov/parentsarethekey](http://www.cdc.gov/parentsarethekey).

VISIT [WWW.CDC.GOV/PARENTSARETHEKEY](http://WWW.CDC.GOV/PARENTSARETHEKEY) TO GET GOING.



As a pediatrician, you talk to your patients and their parents about important milestones and their health implications. One such milestone, learning how to drive and getting a driver's license, comes with great responsibility and risk. Discuss the following key areas with your teen patients and their parents:

- **Driver Inexperience:** Most crashes happen during the first year a teen has a license. Encourage parents to provide at least 30 to 50 hours of supervised driving practice over at least six months. They should practice on a variety of roads, at different times of day, and in varied weather and traffic conditions.
- **Teen Passengers:** Crash risk goes up when teens drive with other teens in the car. Parents should follow their state's teen driving law for passenger restrictions. If your state doesn't have such a rule, parents should limit the number of teen passengers to zero or one for at least the first six months.
- **Nighttime Driving:** For all ages, fatal crashes are more likely to occur at night; but the risk is highest for teens. Parents should make sure their teen is off the road by 9 or 10 p.m. for at least the first six months of licensed driving.
- **Seat Belts:** The simplest way to prevent car crash deaths is to buckle up. Parents should require their teen to wear a seat belt on every trip. This simple step can reduce their teen's risk of dying or being badly injured in a crash by about half. Additionally, encourage parents to set a good example and always buckle up when in the car.
- **Distracted Driving:** Distractions increase a teen's risk of being in a crash. Encourage parents to prohibit cell phone use, texting and other distracting behaviors while their teen is driving. Remind parents to set a good example by following the same rules in the car.
- **Drowsy Driving:** Young drivers are at highest risk for drowsy driving, which causes thousands of crashes every year. Parents should ensure their teen is fully rested before he or she gets behind the wheel.
- **Reckless Driving:** Research shows that teens lack the experience, judgment, and maturity to assess risky situations. Parent should stress the importance of avoiding unsafe behaviors, such as speeding and tailgating.
- **Impaired Driving:** Even one drink will impair a teen's driving ability and increase the risk of a crash. Remind parents of the importance of being good role models—they should not drink and drive, and they should reinforce this message with their teen.
- **Type of Vehicle Driven:** Teens are more likely than older drivers to drive either smaller or older cars, especially when they own the car. While it may be tempting to choose a first car for a teen based on price or style, parents should consider a car's safety features first and foremost.

What are your first impressions of this fact sheet? What about it stands out to you? Please take 2-3 sentences to provide your answer in the box below.

Submit

Please rate the **CONTENT** on the listed attributes using the following scale ...

	Very	Somewhat	Not very	Not at all
Credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to Understand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New and different	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit

Questions Discussion Room

- Moderator:** What is the main idea that this fact sheet is trying to communicate?
- Moderator:** What do you like about this fact sheet? What do you dislike?
- Moderator:** How relevant is the content to you? Why do you say that?
- Moderator:** Would this fact sheet make you want to share teen driving information with your teen patients and their parents? Why or why not?
- Moderator:** What content changes, if any, would you make to the fact sheet to make it more informative? More useful? Is there anything missing? If, so what?
- Moderator:** Do you find this fact sheet eye-catching? What would you change, if anything, to make it more attractive or appealing?
- Moderator:** What would be the most helpful way for you to receive this information? Electronically? Paper copy?

Which of the following actions, if any, would you take after seeing this fact sheet? (Select all that apply.)

- Discuss teen driving risks with teen patients and their parents/caregivers
- Discuss driving safety with teen patients and their parents/caregivers
- Recommend to other physicians that they read this information and learn more about teen driving
- Encourage other physicians to discuss driving, its risks, and how to stay safe with teen patients and their parents/caregivers
- Request materials to give to patients in your office
- Hang up posters in your office
- Recommend that parents watch online videos about protecting their teen drivers
- Recommend that families with teen drivers complete parent-teen driving agreements/contracts
- Add content (such as text, pdf materials or videos) about safe teen driving to your practice's website
- Share links to safe driving information on your practice's website
- None of the above

Submit

Questions Discussion Room

- Moderator:** Which of the previously mentioned activities are you most likely to do? Why do you say that? Would you take actions that aren't included on this list?
- Moderator:** Does this fact sheet give you enough information to start talking to your teen patients and their parents? If not, what do you feel is missing?
- Moderator:** What resources would you find most helpful when communicating this information to your teen patients and their families?
- Moderator:** [PROBE] copies of the Parent-Teen Safe Driver Agreement to share with patients; general teen driving safety materials to share with patients and their parents; web content (such as text, pdf documents and/or videos) that can be easily added to your practice's website

**The materials you saw today were generated by the Centers for Disease Control and Prevention (CDC) for the Parents Are the Key to Safe Teen Driving campaign.**

Which of the following materials would you like to see included in an online toolkit for pediatricians, created by the Centers for Disease Control and Prevention?

- Parent-Teen Driving Agreement/Contract
  - Posters
  - Flyers/Brochures
  - Infographics
  - Statistics
  - Fact Sheets
  - Sample scripts to help talk to patients
  - Talking Points
  - Newsletter articles
  - Online quizzes to give to parents
  - Videos to play in your office
  - Videos to include on your practice's website
  - Web content (such as text and pdf documents) that can be easily incorporated on your practice's website
  - Other (please specify)
- 
- None of the above

Submit

Questions Discussion Room

**Moderator:** Would you rather have hard copy, printed materials to hand out, or digital/online resources? Why do you say that?  
**Moderator:** Would you print copies yourself or would you rather receive pre-printed copies to distribute? Why do you say that?  
**Moderator:** Would you be willing to email patients with this information? Why or why not?  
**Moderator:** If there was an app to help parents keep their teen drivers safe, would you recommend it to the parents/caregivers of your teen patients? Why or why not?  
**Moderator:** Do you, or would you/your practice share information and tips about teen driver safety with patients via social media (i.e., Facebook, Twitter, Pinterest)? Why or why not?

How likely are you to recommend that your teen patients and their parents fill out a parent-teen driving agreement/contract that is Centers for Disease Control and Prevention and American Academy of Pediatrics endorsed?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

Submit

Questions Discussion Room

**Moderator:** Would you be more likely to use materials that are cobranded with your practice and the Centers for Disease Control and Prevention? What about cobranded with the American Academy of Pediatrics? Would you prefer to use materials with just your practice's name/logo on them?

Does knowing that the information you saw today was produced by the Centers for Disease Control and Prevention make it more or less ...?

	Much more	Somewhat more	No change/Makes no difference	Somewhat less	Much less
Credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit

**Moderator:** In addition to pediatricians and parents, can you think of other groups or audiences that should be more informed about the risks of teen driving and how they can help? Who?  
**Moderator:** Besides the CDC and the AAP, are there organizations that you think should be involved in getting these messages out? Which ones?



Thinking back to the information being conveyed, do you feel there is anything missing? What specifically?

Submit

**Thank you so much for your participation. This has been extremely helpful to us.**