

A toolkit to Increase Seat Belt/Restraint Use in Recently Arrived Hispanic Immigrant Communities

Moderator's Guide for Community Service Delivery Organizations Focus Groups to Develop Tool-kit Strategy

I. Explanations Moderator to Read

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

This collection of information is VOLUNTARY and will be used for formative purposes only so that we may develop programs and materials 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 2127-0682. Public reporting for this collection of information is estimated to be approximately 90 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

ADDITIONAL NOTE TO MODERATOR:

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

II. Introductory comments:

- *Welcome and thank you for participating in the focus groups (two will be held in each community).*
- *Time allotted for the focus group will be 60-90 minutes.*
- *Introductions.*
- *Usual "housekeeping" comments.*
- *The reason for the focus group: to better understand how best to deliver information about seatbelt use to the Hispanic community, how to work with law enforcement to include traffic safety and seat belt use in the community, and what materials and messages may be needed.*

III. Discussion questions:

The following questions refer to knowledge, attitudes and behaviors in the United States

- 1. What are your clients'/community's preferred method of transportation?**
- 2. Do your clients know about seat belt laws and the need to wear seat belts?**
- 3. In your opinion, how do your client's/the community view seatbelt use?**
(Assumption: seat belt use may be seen as not "manly", especially the 17-34 year old male population)
- 4. What is the relationship between law enforcement and your organization? In your opinion, how does the community view law enforcement**
(Assumption: law enforcement is often not helpful in their countries of origin and these attitudes/beliefs can be carried to the United States. Many immigrants see all uniformed authority as a negative)

- 5. What do you think will make your clients use a seat belt every time they ride in a vehicle?**
Probe for consequences, including enforcement, disability, death, etc.
- 6. As an organization that works with this community, what strategies would you use to increase traffic safety and seat belt use among your clients?**
- 7. What messages and images would be most effective to change the attitudes and behaviors toward seat belt use?**
Probe for best message and image—scary, family, loss of income, mobility, life?
- 8. We plan to develop an educational toolkit for the community to increase traffic safety and seat belt use. What do you think should be included in such a toolkit? What would you need to deliver a program on occupant safety? How would you deliver such a program? What else would you like to see in the kit?**
Probe for radio PSA scripts, posters, newsletters, etc.