

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

Moderator's Guide for Toolkit and Materials Review/Feedback Focus Groups with Community

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 location (FL and MD)).*
- *Time allotted for the focus group will be 60-90 minutes.*
- *Introductions.*
- *Usual "housekeeping" comments.*

Explain: A few weeks ago you participated in a training session on traffic safety, with an emphasis on using seatbelts. We would like your opinions about the training and the materials that were used in the training.

- *The reason for the focus group: to review and obtain feedback on the toolkit and materials developed for the initiative.*

III. Discussion Questions:

Questions for Community:

1. **Was the training useful? What did you learn?**
2. **Let's look at the materials used in the training. (Show toolkit and all materials)**
How does the message (s) resonate with you?
3. **Do the pictures convey the message? Why or why not? How can it be improved?**
4. **What is the story that is told by the graphics? What changes are necessary?**
5. **Is there enough information in the toolkit for you? Why or why not? What changes should we make?**

6. **How do the other materials complement the toolkit? What else is needed?**
7. **Did the training change your opinion about using seat belts? Are you now using your seat belt every time you ride in a passenger vehicle?**

Probe for specific barriers that can be addressed in the editing process.