

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

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I. INTRODUCTIONS & EXPLANATIONS

(5 minutes)

Moderator introduction

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

- Disclose presence of observers and video-recording (in lieu of “note taking”)
- Voluntary participation
- Assure participants of confidentiality and anonymity.
- What we’ll be doing: Discussing topics related to underage drinking and driving. Please remember that anything you say about drinking will not be shared outside of this research and would never be connected to you personally.
- Participant’s role: We want to hear your honest thoughts and opinions. There are no right or wrong answers. While you may often agree with other participants, you may sometimes have a different point of view. It’s really important that I know the times when you agree, and the times when you think differently.
- My role: independent researcher, here to guide discussion, taping, etc.

Respondent introductions—name, something about themselves.

II. ATTITUDES & TEACHING - DRINKING (20 minutes)

- How often do you drink alcoholic beverages? (probe: where, when, with who)
- What were your attitudes and behaviors around drinking when you were underage?
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- What were the typical outcomes of drinking? Who influenced you to do it or not to do it? How did your parents influence you?
- Were there key moments or events that helped influence you one way or the other?
- What did you learn from your experiences? What do you wish you had learned?
- What has been discussed with you children about drinking if anything?
- How have your experiences throughout your life and especially as a teenager influenced how you speak to your kids about drinking?
- What was said (uncover teachable moments) – what were the tactics, circumstances or specific language used?
- How do you think other parents speak to their kids about drinking?

III. ATTITUDES & TEACHING – DRINKING AND DRIVING (30 minutes)

- What were the attitudes around drinking and driving when you were underage?
- What were they typical outcomes of drinking and driving? Who influenced you?
- Were there specific moments or events that influenced you? Did they change as you got older?
- How often now do you have to deal with drinking and driving now, as an adult? (Probe: When, where, how to deal with friends or self)
- Has this changed since you were a teen?
- What has been discussed with your children about drinking and driving if anything? How often do you speak with your children about this topic? When do you usually have these conversations?
- How have your experiences throughout your life and especially as a teenager influenced how you speak to your kids about drinking?
- What was said (uncover teachable moments) – what were the tactics, circumstances or specific language used?
- Have you spoken to your children about drinking and driving? If so, what motivated the conversation? Again, what were the tactics, circumstances, or specific language used? [Probe: any consequences discussed?]
- Do you believe your attitudes about underage drinking in general help your children make good decisions about drinking and driving? Why or why not?
- Have you provided guidance on what to do if someone else has been drinking and gets behind the wheel? What guidance do you give to your child about getting in the car with a driver who has been drinking?
- What was your child's reaction?
- Where else are your children getting information on this topic?

- Do you believe all this helps? What seemed most effective? What else could help deter drinking and driving?
- If you have caught [or were to catch] your child drinking and driving, are there any repercussions for your child that you impose? What?
- Do you think other parents are having ‘the talk’ with their kids? What do they think about this... do you trust other parents? What tips would you give to other parents on how to approach the topic with their teen?
- When you think about your own friends, have there ever been in situations when they have driven after drinking? What did you think? Did you say or do anything? What?

IV. BUILD THE IDEAL PREVENTION CAMPAIGN (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?
- 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?

Now, I want you to think about how you would design an anti-drinking and driving campaign for teens

- What do you really want to say to stop your kids from drinking and driving?
- What is the one sentence (or two) that could be most motivating?
- What do you believe could be the most effective, supporting tactics?

V. FEEDBACK ON DRUNK DRIVING PREVENTION ADVERTISING (15 minutes)

[ROTATE 2 TV ADS: Friends Don’t Let Friends Drive Drunk PSA (“Carissa Deacon” OR “Jeff Peckler”) and Buzzed Driving PSA (“House Party”)]

I will be showing you ads from two public service campaigns and then asking a few questions to get your opinion on them. It’s important to be open about your opinions and reactions. After 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 or other similar ads before? Have you heard of the tagline, “Friends Don’t Let Friend’s Drive Drunk?”

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

What is the main idea?

How meaningful do you think this message would be to your child?

Is there anything that might especially resonate with your child? Anything that they would dislike, or anything that would not resonate with them?

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

Does this ad make you think any differently about drinking and driving? If yes, how?

[SHOW ADDITIONAL AD]

Repeat questions above, in relation to the ad they just saw.

VII. SUMMATION

(5 minutes)

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

Wrap-up and thank participants for their time.

