

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

**Generic Clearance OMB Control No: 2127-0682**

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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 the evenings you spend doing things you enjoy, friends, activities, etc. We’ll also be talking about drinking and how it may or may not fit into some of these parts of your life. 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 the 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 they enjoy doing socially with friends in their free time, how members of the group know each other.

## **II. SOCIAL LIFE AND THE ROLE OF ALCOHOL (15 minutes)**

When you are socializing with friends, where do you like to go? Your home? Someone else's home? Restaurants? The outdoors? [For post high school] A bar? Club? Fraternity or sorority party?

- Who usually decides what you're going to do? (Probe: you, friends, boyfriend/girlfriend)

[Moderator will ask respondents to think back to their last weekend night out with friends.] Walk me through your night out: When/how was it planned? (Probe: use of facebook, etc. to help plan, communicate with friends about the plan) Is this typical?

- How did your night unfold? (as planned, spontaneous changes to the plan, staying at one place or moving around?) Are there different feelings you experienced as you went through the night? What was the feeling at different stages of the night? What was the most enjoyable part of the night? The least?
- Did alcohol play any part in your night out? How?

In general, when you are out with friends, is alcohol a part of your night? How important is having alcohol available as part of a typical night out? Is it central, important but not central, or not too important?

How often would you say you typically drink when out with friends? Probe: Rarely/never drink alcohol, sometimes, always? What about your friends? What influences your decision to drink (or not drink)? (Probe: friends, significant other, parents, dependent on situation, etc)

- Do you use the term "buzzed"? What does that mean to you? Do you have any other terms for what happens when someone has been drinking? Are there different terms depending on how much someone has had to drink?

[FOR RESPONDENTS WHO DRINK]

Before going out, do you usually have an idea of how much you'll end up drinking? How much is that?

Do you typically end up drinking more or less than you initially expected? How do you keep track?

Do you plan ahead for how you will get home? What does that plan typically look like? Who typically drives?

## **III. SOCIAL WORLD MAPPING ACTIVITY (10 minutes)**

--Moderator will ask respondents to map the different kinds of social situations that include drinking and to include the major decisions they face as each situation unfolds.

- Map all the different kinds of social situations that include drinking and the decisions they face along that journey – this could relate to themselves and/or other people in their lives

- What is the role of driving here? What have they been told about drinking and driving, specifically? What has stuck with them? What advice or outcomes feel less relevant?
- Uncover all feelings and experiences about these scenarios. Are any behaviors acceptable, which are not? How does it make them feel? Are there ever times when it's okay to drive after drinking (Listen/probe: does number of drinks matter)? How do you know someone is okay to drive?

#### IV. SCENE WORK

(30 minutes)

- The group will be asked to write down the (3) top-of-mind, challenging scenarios where drinking and driving could occur (by challenging, we mean Respondents will be encouraged to share situations they -- or people they know -- have already experienced), to make it as real world as possible
- Then moderator will collect the responses and scribe them on the wall. Group to coalesce and narrow to the most common situations, then they will bring them to life
  - Describe the scene and who's in it
  - Identify the conflict, and how they feel about the scene
  - Who tends to take the lead on what's cool/not cool... are some people more vocal than others? Who are they, how do they persuade peers?
  - Do your parents/the parents of others have a role in decisions (either endorsing drinking, or people being scared of consequences)? Other family members? Siblings?
  - Respondents to fill in a "think/say" bubble sheet – what they are thinking and what they say, if anything

(FOR 16-20 YEAR OLD RESPONDENTS – after exercise) How have your behaviors changed as you've gotten older and you've found yourself in new and different situations?

Additional probes if not covered:

- Do you feel comfortable speaking up if someone is getting ready to drive after drinking? (Probe: friend vs. peer/acquaintance.). Why/why not? What would make you more comfortable? Have you ever been in that situation? What did you say? What made you decide you needed to intervene?
- **Have you ever been in a situation where you had to choose whether to ride with a driver who had been drinking? What did you do? Why? If faced with the same situation today, do you think you would react the same way? Why/why not?**
- Are there specific repercussions that you know you'll face if you get caught drinking and driving (from parents, coaches, law enforcement, etc)? Do any of those make you think differently about drinking and driving?

#### VI. AWARENESS OF CURRENT MESSAGING CAMPAIGNS & BUILDING AN 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 what you would say if you were in charge of developing a campaign about drunk driving for your peers. What would the messages say? Why? What would the tone be – funny, serious, scary, etc?

## **VII. FEEDBACK ON DRUNK DRIVING ADVERTISING**

**(10 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 two ads from 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 is this message for you?

Was there anything you especially liked in this ad? Anything you particularly disliked?

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.

## **VIII. 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.

