

**Moderator's Guide**  
**Parent & Caretaker Focus Groups to Develop**  
**Child Passenger Safety Public Service Advertising Campaign**

OMB Control No: 2127-0682: Focus Groups for Traffic and Motor Vehicle  
Safety Programs and Activities

**MODERATOR TO READ (10 minutes)**

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

This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. 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 120 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”)*
- *Introductions of moderator and participant. Ask respondent to introduce him/herself [name, how many children, age of child(ren)]*

**Philosophy (15 Minutes)**

1. What is your personal approach to running your household?
2. What keeps you up at night when it comes to your children? What are your key concerns?
3. What are the most important safety issues you have when it comes to you children?
4. If you live in a two-parent household, what are your key roles, or do you both share duties equally?
5. What do you think the roles are of others when it comes to raising your children?
  - o Probe: other caregivers, teachers, coaches, siblings, peers, etc.
6. In general, where do you get information regarding child safety issues? What are your preferred sources, and why are they preferred?

### **Day in the life & Car rides (20 Minutes)**

7. Walk me through a typical day in the life – both weekdays and weekends. I'd like you to focus on all the different times throughout the day you are in transit in your car.
  - o How long is each car ride?
  - o Who is in the car with you?
  - o What is your state of mind when by yourself compared to your state of mind when others are in the car?
  - o What activities are you driving to and from during the week vs. the weekend?

### **Car Safety Sources & Knowledge (30 Minutes)**

8. What comes to mind when I say “car safety”?
9. What are some of your key concerns in regards to car safety?
10. Where do you learn about the proper methods for ensuring your safety while driving? How do you learn about safety for your children?
11. What are some of the sources you trust when it comes to matters of child car safety?
  - o Probe around: internet sites, magazines, family, friends, teachers, car manuals, etc.
  - o Why are those sources trustworthy?
12. Tell me what you know about the safest places for children to sit in the car – (focus on ages 8-14)
13. Now talk to me about what you know about seat belt safety
  - o Go around the room and get their thoughts; ask respondents to comment on what they hear from other parent
14. How often do you buckle your own seat belt?

*Moderator will record answers from all respondents*

15. How often do you ensure that your children are buckled up?
16. Tell me about situations where you DO NOT buckle up, or when you don't check to see if your children are buckled up
17. Now tell me about situations where you DEFINITELY buckle up, and when you DEFINITELY check to make sure your children are buckled up
18. Where do you look for info on safety?
19. Where do you look for info on laws?

### **Group Activities (35 Minutes)**

I'd like you to break into small groups again, but this time in groups of three. As a group, discuss the importance of seat belt compliance

- o Talk about the main reasons why you think parents and caregivers are not enforcing seat belt compliance
- o Next, come up with three messages that you as a group think would convince parents to buckle up, and to ensure that their children are also buckling up
- o Additionally, come up with a few creative ways to place this message so that parents will see it (e.g. social networks, blogs, television commercials, billboards, radio, movie theater advertising, etc.)

*Each mini-group will present their ideas to the larger group, and then hear feedback on their ideas. The moderator will identify key themes and persuasion points and open up to the group for further discussion*

**Wrap-up (<10 minutes)**

*(If time permits)* Do you have any other comments based on what we've discussed today? Was there anything particularly surprising or interesting that stands out? Do you think you will talk to any friends or family about this?

That is all we have for today. Thank you for your time. We appreciate your help!