

**Moderator's Guide
Tween 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 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")*
- *Introductions of moderator and participant. Ask respondent to introduce him/herself.*

Role Models/Influencers (15 Minutes)

1. Talk to me about activities you participate in and what your favorite classes are at school?
2. What makes these activities fun/why are these classes your favorite?
3. When it comes to clothes, who gives you ideas or helps you decide on what to wear?
4. When it comes to entertainment, who are your favorite singers, actors, etc. and why?
5. Do you have favorite athletes or sports figures? Who are they and why do you like them?

Car Rides & Car Safety (15 Minutes)

Talk to me about your typical car ride.

6. Where do you go?
7. Where do you sit (front, back)?
8. Who drives?
9. Who else is in the car?
10. How do you feel during car rides?
11. Talk to me about the things you do in the car
 - o Probe around: listen to the radio, play with gadgets, read books, etc.
12. Think about an item that you “can’t live without” when you are in the car. Talk to us a bit about this item, and what it means to you.
13. What does it mean to you when I talk about car safety? Where do you learn about car safety?

Group Activities (40 Minutes)

Let’s talk about seat belts.

14. How often do you wear your seat belt?

Moderator to create a grid on a flipchart and group into ALWAYS, MOST OF THE TIME, SOMETIMES, HARDLY EVER.

Does it change:

15. If you are in the front vs. back seat?
16. If it’s a short vs. long rides?
17. Depending on who the other passengers are?
18. Depending on who is driving?

Let’s list some of the reasons why you wear your seat belt [record list on the flip chart]

- o Probe around: Caregiver instructions, other siblings, education from school or elsewhere

Now let’s list some of the reasons why you DON’T wear your seat belt

- o Probe around: peer pressure, short vs. long car rides

Moderator to record list on flipchart.

19. Is it important to wear your seat belt? Why or why not?
20. What could change your mind about wearing a seat belt?
21. What could happen to you if you don't wear your seat belt?

I want you to take a look at these pictures I've pulled off of the internet and in these magazines I've gathered. I want you to pull a few pictures for me –

- Someone who always wears their seat belt
- Someone who never wears their seat belt

Let's discuss why you selected those pictures.

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!