

**Moderator's Guide
Teen Focus Groups to Develop
Underage Drinking and Driving Prevention Public Service Advertising Campaign**

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

I. EXPLANATIONS

MODERATOR TO READ (<5 min)

This focus group is being conducted to collect information that will help us better understand your opinions about a 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. Public reporting burden is estimated to average 90 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We will not collect any personal information that would allow anyone to identify you. Please note that 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 generic control number for this collection is 2127-0682. 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., W51-316, 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")*
- *Explain role of participants: Honest opinions and thoughts, no right or wrong answers, okay to have a different point of view than peers*

II. INTRODUCTIONS & WARM-UP (5 min)

- *Introductions of moderator and participant. Ask respondent to introduce him/herself [name, school grade, what they like to do socially with friends]*

III. STORYBOARDS (75 min)

Moderator Note: Explain to participants that they will be shown several advertising concepts

that are at an early stage and are not finished advertisements. Participants should use their imaginations and respond to the overall idea presented. Present each advertising concept one-at-a-time (use storyboards as a visual aid). Randomly sort the order of the advertising concepts among the different focus groups, so no particular idea is always shown first or last. Allow participant to read through the concept, mark comments, and then discuss. Ask questions after each concept exposure:

Initial thoughts/key takeaways

Moderator will instruct respondents to write down their initial reaction, the main idea of the advertisement, and how much they like the advertisement on a scale of 1 to 10.

- What are your first reactions? What is going through your mind as you watch/listen to this ad?
- What does this make you think about? Why do you say that?
- What is the main idea?
- What else is the advertising telling you?

Likes/dislikes/concerns

- What was particularly interesting to you in this ad?
- Was there anything you especially liked in this ad?
- Anything you particularly disliked?
- Was there anything confusing?

Relevancy

- Who do you think this ad is speaking to?
- How meaningful is this message for you?
- How does the ad's message impact/relate to you and your friends?
- How does this ad make you feel about what you're currently doing in regards to driving to social occasions where drinking may be involved?

Learning

- Did the advertising tell you anything new?

Anticipated action

- As a result of seeing this ad, do you think you would do anything differently than you're currently doing? *[If yes]* What?
- Would you tell a friend or family member about this ad? What would you say?

IV. Wrap-up (5 minutes)

- Now that you've seen the different ad ideas, which one resonates with you the most? What did you like most about this approach?
- Do you have any other words of advice for the people who are doing anti-drinking and driving campaigns?

(If time permits) Check with observers for additional questions.

(Hand out for each group member to independently write down their initial reaction to the advertising concept exposure.)

What are your first reactions?

What do you think the main idea of this ad is?

On a scale of 1 to 10, how much would you say you like this advertising concept? Please circle the corresponding number.

1	2	3	4	5	6	7	8	9	10
Not at all				Neither like nor dislike					Like a lot