

Attachment A
Focus Group Protocol

Center for Substance Abuse Prevention (CSAP) Underage Drinking Prevention: “Talk. They Hear You.” Campaign Media Testing—Parent Focus Group Protocol

Description

The qualitative component of the media testing will elicit information about how parents and caregivers of children aged 9–15 had been affected by the “Talk. They Hear You.” campaign materials to which they have been exposed, in terms of their knowledge, attitudes, and behaviors regarding underage drinking.

TARGET AUDIENCE: Parents/caregivers of children aged 9–15

I. GOAL

Assess awareness of the “Talk. They Hear You.” Campaign among parents/caregivers of children from ages 9 to 15 and of the effectiveness of messages and materials in cities where the rollout of the campaign has been more intensive, including Atlanta (Georgia), Los Angeles (California), Manhasset (New York), Oklahoma City (Oklahoma), Phoenix (Arizona), and Washington, DC.¹

II. OBJECTIVES

Conduct six FGDs with parents/caregivers of children 9 to 15 years old who have been exposed to “Talk. They Hear You.” campaign messages and materials, to explore the following:

- Their recall and familiarity with “Talk. They Hear You.” messages and materials;
- Their knowledge about dangers of underage drinking addressed in the materials of the “Talk. They Hear You.” Campaign;
- Their quality of conversations with their children, including when and how they talk about alcohol use, as presented in “Talk. They Hear You.” campaign materials; and
- Their opinions about the usefulness of “Talk. They Hear You.” materials when talking with their children.

III. METHODOLOGY

- Fifty-four screened and recruited individuals, in six groups, will participate in 90-minute FGD

¹ Exceeding the typical media outlets, the public service announcements were originally placed in the Washington, DC, metropolitan (DCA, IAD), Atlanta (ATL), and Los Angeles (LAX) airports; multiple greater DC–area shopping malls; the Washington (DC) Metropolitan Area Transit Authority’s (WMATA) Metrorail and Metrobus system; and across the country on AccentHealth Media Network and Walmart SuperCenters. An underage drinking prevention billboard was exhibited In New York City’s Times Square for 2 years, and bulletins, eco posters, and transit cards were used in Arizona and Oklahoma. (Underage Drinking Metrics Update: September 16, 2015).

A strong community effort from Manhasset Community Coalition Against Substance Abuse promoted “Talk. They Hear You.” resources with local merchants and elementary schools. For example, over the Memorial Day and Fourth of July weekends, Ginos Pizzeria attached “Talk. They Hear You.” campaign stickers to all takeout pizza delivery boxes. Additional campaign resources, such as the infographics, were posted on Ginos’s electronic newsletter and Facebook pages. The local cab company used window clings, and Chocolate Works used its wit and whimsy to promote the campaign. Local newspapers and grocery stores also promoted the campaign. In addition, more than 1,000 new point-of-purchase “School’s Out” postcards were distributed among fifth- and sixth-grade classes during the last week of school (e-mail: June 22, 2015).

sessions.

- Participants (who represent the target population and end users of “Talk. They Hear You.” materials and products) will assist in the assessment of awareness and effectiveness of the “Talk. They Hear You.” Campaign.
- One FGD will take place in the following cities: Atlanta (Georgia), Los Angeles (California), Manhasset (New York), Oklahoma City (Oklahoma), Phoenix (Arizona), and Washington, DC.
- Potential partner organizations, listed below, will help with the participants’ screening and recruitment processes as well as provide facilities to conduct the sessions. (Contingent on approval.)
- FGDs will be conducted preferably after work hours, based on potential participants’ availability.
- The participants’ recruitment will be based on the results of a recruitment and screening questionnaire (see Attachment B) that will be administered by the potential partner organizations, including:
 - Easthampton Healthy Youth Coalition
 - Manhasset Community Coalition Against Substance Abuse (CASA), Inc. (Manhasset, New York)
 - Friday Night Live—California Friday Night Live Partnership, including the Tulare County Office of Education, California Center for Youth Development and Health Promotion, Lifeplan Institute, California Mentoring Partnership, and CA Mentor Foundation
 - The Montgomery County Collaboration Council for Children, Youth and Families
 - District of Columbia School Nurse Association
 - Georgia Association of School Nurses
 - MADD Maryland
 - School Nurses Organization of Arizona
- The FGD sessions will be facilitated by a moderator.
- At the beginning of each session, participants will complete a release/consent form of use of the information provided (see Attachment C).
- An approved FGD guide (see Attachment D) will be used to facilitate all groups.
- After concluding the FGD session, participants will receive an incentive/gift card for the value of \$50.
- Each group will last 90 minutes, and all sessions will be digitally recorded using two recorders, in order to reconstruct conversations and capture all ideas.
- At each site, a note taker will record salient points throughout the session.
- Recordings and notes will be listened to and reviewed after each session to create “extended notes.”
- After each session, a top-line report of findings will be drafted and sent to SAMHSA for review.
- Documents with extended notes will be produced to facilitate the coding process.
- Information obtained during the FGDs will be coded and analyzed.
- A FGD findings report will be developed and submitted.
- Highlights of the qualitative report will be included on the Impact Evaluation Report (mix report with quantitative and quantitative data) to support the data.

IV. TIMETABLE

TASK	ACTIVITY	DATE
Design FGDs Plan	<ul style="list-style-type: none"> • Synergy develops first draft of the focus group plan, including protocol and data collection instruments 	Oct. 23, 2015
	<ul style="list-style-type: none"> • DRAFT—Internal circulation for feedback and comments 	Oct. 27, 2015
	<ul style="list-style-type: none"> • Identify potential partners at the National Prevention Network (NPN) National Conference to conduct FGDs, and survey dissemination on the “Talk. They Hear You.” Campaign— Recruitment of partner groups 	Nov. 17–19, 2015 (NPN National Conference)
Conduct FGDs	<ul style="list-style-type: none"> • Synergy and SAMHSA develop necessary materials to inform partner groups 	Dec. 15 - Jan. 4, 2016
	<ul style="list-style-type: none"> • Partner organizations <u>screen</u> potential participants 	Jan. 4 – Jan. 11, 2016
	<ul style="list-style-type: none"> • Partners organizations <u>recruit</u> focus group participants: <ul style="list-style-type: none"> o Atlanta (Georgia), o Los Angeles (California) o Manhasset (New York) o Oklahoma City (Oklahoma) o Phoenix (Arizona) o Washington, DC 	Potential dates will be agreed upon by facilitators and partners TBA TBA TBA TBA TBA TBA
	<ul style="list-style-type: none"> • Synergy conducts focus groups: <ul style="list-style-type: none"> o Atlanta o Los Angeles o Manhasset o Oklahoma City o Phoenix o Washington, DC 	Jan. 11 – Jan 20, 2016 TBA TBA TBA TBA TBA TBA
	<ul style="list-style-type: none"> • Synergy produces top-line reports 	TBA
	<ul style="list-style-type: none"> • Synergy creates extended notes documents • Synergy codes information • Synergy conducts analysis of focus group results 	TBA Jan. 20–Feb. 1, 2016
	FGDs Reports	<ul style="list-style-type: none"> • Synergy will coordinate with SAMHSA on the inclusion of focus group results in the Impact Evaluation Report

