

Attachment D  
FGD Facilitator Guide

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## **FGD FACILITATOR GUIDE**

### **a) Materials to have available on site**

- Participants' Sign-in Form (2 copies)
- Release and Consent Form (12 copies)
- Focus Group Discussion Guide
- Pens, name tags, markers
- Two digital audio recorders
- "Talk. They Hear You." materials

### **b) Preparation (5 minutes)**

- Ensure that the room is arranged in such a way that the facilitator has eye contact with all participants.
- Place refreshments in easy reach of the participants.
- As participants arrive, give them name tags on which to write their first names.
- Ask them to complete the sign-in sheet.
- Give each participant the Release and Consent Form, and ask them to complete and return the form to you before the start of the session.

### **c) Introduction and objectives of the group discussion (5 minutes)**

- Good evening. Welcome! We are very grateful to all of you for taking time from your busy schedules to come here to talk with us.
- My name is \_\_\_\_\_, and I will facilitate our conversation today. With me is my colleague \_\_\_\_\_, who will help us to take notes about our discussion.
- You have been invited because we want to hear from you your comments, experiences, and opinions about the "Talk. They Hear You." Campaign.

- Your comments and opinions are very important for us, since that will give us an idea about your familiarity (awareness) of the “Talk. They Hear You.” Campaign and the extent to which the materials and products that you have seen/heard/ and received have affected your conversations with your children about underage drinking, and whether you consider those materials useful to support your skills and abilities to talk more effectively.

**d) Methodology, disclosures, and guidelines (5 minutes)**

- Now, I would like to talk about the structure of this session and to give you some guidelines, to ensure that we have a valuable conversation and that all of you have the opportunity to participate.
- This session will last 90 minutes (1:30).
- In reference to the Release and Consent Form you signed, please note that we are audiotaping this session so that the information recorded can be used to reconstruct our conversation; this will ensure that we captured all your ideas.
- Nevertheless, your participation here and everything you say is confidential. Your names won't be linked in any manner with your opinions; we won't use your names in the report.
- A report will be written, and only opinions, suggestions, feelings, or experiences will be included.
- In order to clearly record the discussion, we ask you to speak clear and that only one person speaks at a time.
- Sessions will be digitally recorded using two recorders, in order to reconstruct conversations and capture all ideas. Focus group discussion facilities will have microphones on the table and mirrors that allows observers to see participants' dynamics.
- We also are taking notes. My colleague, \_\_\_\_\_, will be taking notes to ensure that we capture the most important information.
- We want to hear about your opinions, comments, and experiences that you have had with “Talk. They Hear You.” materials. That's why there are not good and bad answers. Those are your experiences! So please feel free to disagree with what someone else said; we want to have several points of view. We want both positive and negative comments that will help us improve the “Talk. They Hear You.” Campaign.
- As we have much to discuss, I will move from one topic to another, in order to have time to cover all that we need.
- Before we begin, do you have any questions for me?

**e) Group discussion (65 minutes)**

1. Introduction

- Let's start by going around the room and saying your name and the three top concerns that you have about your children.
- PROBE: Why is underage drinking a concern for you?  
(For those whom underage drinking is not among the three top concerns) Why is underage drinking not a concern for you?

## 2. Recall

- What do you remember having seen/heard about the “Talk. They Hear You.” Campaign?
- PROBE: Can you tell us something specific about that ... (What is mentioned?)
- What do you think influenced your conversations about underage drinking with your children?
- PROBE: What makes you feel that was an important conversation?
- What message motivates you the most to start talking about underage drinking with your children? How this message addressed your concerns?
- Do you trust the “Talk. They Hear You.” messages? Why? Why not?

## 3. Knowledge

- What information have you learned about underage drinking?
- PROBE: Is that knowledge a result of seeing/hearing “Talk. They Hear You.” messages? Why do you believe that? Why not?
- Are the messages that “Talk. They Hear You.” conveys address your concerns about underage drinking? Why? Why not?
- When you talk with your children about underage drinking, what are the issues that you are emphasizing?

## 4. Behaviors

- How have you changed the way you talk with your children about underage drinking since you saw the “Talk. They Hear You.” materials?
- PROBE: Why do you believe this change is a result of having seen/heard the messages of the “Talk. They Hear You.” Campaign?
- Where did you see/hear them? (Type of media)

## 5. Attitudes

- What aspects in your communication have become more positive as a result of the “Talk. They Hear You.” messages?  
PROBE: Do you remember what the “Talk. They Hear You.” messages said?
- What was the scenario depicted when this conversation happened?
- What do you think is your role in preventing underage drinking in your children?

## 6. Skills/abilities

- How do you feel about having conversations with your children about underage drinking?
- PROBE: Do you feel confident when communicating about underage drinking to your children? What makes you feel like that (confident?)
- Tell me about a situation with your child in which you used a message from “Talk. They Hear You.”
- PROBE: Where did you see/hear that message?

- What other (communications) skills have you learned by watching the “Talk. They Hear You.” public service announcements?
7. Closing and adjourn (5 minutes)
- Thanks for coming tonight and providing your opinions.
  - Your comments have been very helpful and insightful.
  - Goodnight, and have a great day tomorrow.

[Be sure to gather all forms from participants.]