

Attachment A  
Focus Group Protocol

## **UAD Spanish Concept Testing - Center for Substance Abuse Prevention (CSAP) Underage Drinking Prevention: Parent Focus Group Protocol**

### **Description**

Hispanic/Latino parents and caregivers will participate in four Focus Groups Discussions (FGDs) to pretest three different concepts during the process of development of a Public Service Announcement (PSA) aiming to reach the Spanish dominant speakers audience that live in United States. The concept testing will determine if the PSA concept is resonating with the Spanish dominant Hispanic/Latino population in terms of relevance, comprehension, memorability, identification, and appealing.

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

### **I. GOAL**

Pretest three PSA concepts developed to increase awareness, knowledge and actions among Hispanic/Latino parents and caregivers to prevent underage drinking.

### **II. OBJECTIVES**

Conduct four FGDs with Hispanic/Latino Spanish dominant speakers' parents and caregivers, to explore:

- Explore opinions, suggestions and concerns of the target populations (TAs) about three proposed PSA concepts, presented in animatic format
- Obtain participant reactions to the specific proposals, and gauge ideas to make the concepts more relevant, identifiable, understandable, memorable, and appealing.
- Select one concept based on TA feedback, and further develop and pretest them to increase identification, relevance, and effectiveness of the message.

### **III. METHODOLOGY**

- Forty screened and recruited individuals, divided into 4 groups of 10 participants each, will participate in 90-minute FG sessions.
- Participants who are of Hispanic/Latino origins and Spanish-dominant speakers will review the three concepts presented through the use of animatics, to assess the message's effectivity in conveying the importance of talking to kids about underage drinking.

- One FGD will take place in the following cities: Los Angeles (California), Miami-Dale (FL), San Antonio (TX) and Washington, DC.
- Screener and recruitment questionnaires (Attachment B) will be provide to the market research vendors on each city to guarantee the desired composition of each group.
- FGDs will be conducted preferably after work hours, based on potential participants' availability.
- 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 a gift card for the value of \$50.
  - Each group will last 90 minutes, and all sessions will be digitally recorded 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.

**IV. TIMETABLE**

<b>TASK</b>	<b>ACTIVITY</b>	<b>DATE</b>
<b>Design OMB package</b>	<ul style="list-style-type: none"> <li>• Synergy develops first draft of the focus group plan, including protocol and data collection instruments</li> </ul>	Jan 2016
	<ul style="list-style-type: none"> <li>• Circulate draft for internal feedback and comments</li> </ul>	Jan 28, 2016
<b>Submit OMB package for approval</b>	<ul style="list-style-type: none"> <li>• Final OMB package submitted to SAMHSA</li> </ul>	Feb 2016
	<ul style="list-style-type: none"> <li>• SAMHSA submit OMB package to HHS</li> </ul>	Feb 2016
	<ul style="list-style-type: none"> <li>• OMB receive approval</li> </ul>	Feb 2016
<b>Conducts FGDs</b>	<ul style="list-style-type: none"> <li>• Synergy identify and hire research market vendor in each</li> </ul>	Feb 2016

	<p>city</p> <ul style="list-style-type: none"> <li>• Vendors conducts <u>screening</u> of potential participants <ul style="list-style-type: none"> <li>o Washington, DC</li> <li>o Los Angeles, CA</li> <li>o San Antonio, TX</li> <li>o Miami-Dale, FL</li> </ul> </li> <li>• Partners organizations <u>recruit</u> focus group participants: <ul style="list-style-type: none"> <li>o in Washington DC</li> <li>o in Los Angeles, CA</li> <li>o in San Antonio, TX</li> <li>o in Miami-Dale, FL</li> </ul> </li> <li>• Synergy <u>conducts</u> focus groups: <ul style="list-style-type: none"> <li>o in Washington DC</li> <li>o in Los Angeles, CA</li> <li>o in San Antonio, TX</li> <li>o in Miami-Dale, FL</li> </ul> </li> <li>• Synergy produces top-line reports</li> </ul>	<p>March 7-9, 2016  March 7-9, 2016  March 7-9, 2016  March 7-9, 2016</p> <p>March 10-11, 2016  March 10-11, 2016  March 10-11, 2016  March 10-11, 2016</p> <p>March 21-25, 2016  March 21-25, 2016  March 21-25, 2016  March 21-25, 2016</p> <p>March 28 – April 1, 2016</p>
<b>Presentation of Topline/highlights</b>	<ul style="list-style-type: none"> <li>• Synergy present topline highlights to SAMHSA</li> </ul>	<p>April 4-8, 2016</p>
<b>FGDs Analysis</b>	<ul style="list-style-type: none"> <li>• Synergy creates extended notes</li> <li>• Coding information</li> <li>• Conducting analysis of the focus groups results</li> </ul>	<p>April 4-8, 2016</p>