

Attachment A
Focus Group Protocol

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

Description

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 parents of children 9 to 15 years old and increasing conversation about UAD among peers. To that end the PSAs concepts will: harness the power of parents in helping one another by modeling peer-to-peer conversations and bringing topics of UAD in the community conversations; get other parents to talk about UAD, dispel misperceptions and provide ideas for keeping the community conversations alive; and provide discussion questions, sample views, ideas and overall structure for dialogue and engagement about UAD issues.

The concept testing will determine if the PSA concept is resonating with the target population in terms of relevance, comprehension, memorability, identification, and appealing. The focus groups will also explore about questions, topics and issues that parents want to know about UAD and having interest in discussed/talk with their peers.

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

I. GOAL

Pretest three PSA concepts developed to increase peer-to-peer conversations among parents and caregivers of children 9 to 15 to prevent underage drinking.

II. OBJECTIVES

Conduct four FGDs with racial and ethnic diverse groups of parents and caregivers, to:

- Explore opinions, suggestions and concerns of the target populations (TAs) about three proposed PSA concepts, and provide recommendations to make them more relevant
- Obtain participant reactions to the specific proposals, and gauge ideas to make the concepts more relevant, identifiable, understandable, memorable, and appealing.
- Select one PSA 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 that include parents and caregivers of children 9 to 15 will review the three concepts presented through the use of animatics, to assess the message’s effectivity in increase peer-to-peer conversations about underage drinking.
- One FGD will take place in the following cities: Washington, DC-area, San Diego, California; Milwaukee, Wisconsin; and Albuquerque, New Mexico.
- 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 skilled moderator.
- Before the FG 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

TASK	ACTIVITY	DATE
Design OMB package	<ul style="list-style-type: none"> • Synergy develops first draft of the focus group plan, including protocol and data collection instruments 	July 11-20/2016
	<ul style="list-style-type: none"> • Circulate draft for internal feedback and comments 	July 19/16

Submit OMB package for approval	<ul style="list-style-type: none"> • Final OMB package submitted to SAMHSA • SAMHSA submit OMB package to HHS • OMB receive approval 	<p>July 22, 2016</p> <p>July 27, 2016</p> <p>Sept 1, 2016</p>
Conduct FGDs	<ul style="list-style-type: none"> • Synergy identify and hire research market vendor in each city • Vendors conducts <u>screening</u> of potential participants <ul style="list-style-type: none"> o Washington, DC-area, o San Diego, California; o Milwaukee, Wisconsin; and o Albuquerque, New Mexico. • Vendors <u>recruitment</u> focus group participants: <ul style="list-style-type: none"> o Washington, DC-area, o San Diego, California; o Milwaukee, Wisconsin; and o Albuquerque, New Mexico. • Synergy conducts a FG dry run at SAMHA (via phone or in person) • Synergy <u>conducts</u> focus groups: <ul style="list-style-type: none"> o Washington, DC-area, o San Diego, California; o Milwaukee, Wisconsin; and o Albuquerque, New Mexico. • Synergy produces top-line reports 	<p>July/Aug 2016</p> <p>Sept 2016</p> <p>Sept 2016</p> <p>Sept 2016</p> <p>Late Sept/October 2016</p> <p>October 2016</p>
Present Topline/highlights	<ul style="list-style-type: none"> • Synergy present topline highlights to SAMHSA 	<p>October, 2016</p>
Analyze FGDs Results	<ul style="list-style-type: none"> • Synergy creates extended notes • Coding information • Conducting analysis of the focus groups results 	<p>October 2016</p>

	<ul style="list-style-type: none">• Delivers a final report	
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