

**Moderator's Guide
Focus Groups to Develop
Public Service Advertising Campaign**

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

EXPLANATIONS & INTRODUCTION (10 min)

MODERATOR TO READ

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. 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.

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*

Introductions of moderator and participant.

- Ask respondents to introduce themselves
- What is a typical night out for fun? Who are they with and why?

A (RECENT) TYPICAL NIGHT OUT (10 min)

- Talk to me about the last time you went out and had a few drinks together with your friends. Who decided where to go? When did you decide? How did you talk about it? (Probe: Text, phone, etc.)
- Who else was out with you?
- How long did you plan on staying? How long did you actually stay?
- What did you drink? Why?
- Was this meant to be a big drinking occasion?

- When did you leave? What made you leave?
- Did you go home or to another destination? How did you get there?
- [If drove] If a cop pulled you over when you left the parking lot, would you have been nervous? Talk to me about [why/why not]?

BIG NIGHT OUT VS. SOCIAL DRINKING OCCASION (15 min)

- What is the difference between a big night out vs. a social drinking occasion? Walk me through the planning & decisions? Who is there & who is not there?
- Do you drink different things? Why?
- What about transportation? How do you get there? How do you get back? Is there a difference between the two occasions?
- Can you think about a time when going out for a few drinks turned into something more? Tell me how that happened? What changes when that happens? Does this happen more often at a certain type of occasion? What?

NOW VS. THEN (10 min)

- In the past few years, has anything changed in the way you go out? When you go out? How you plan? (e.g. Texting, calling, emailing) What you drink? What about getting there? (Probe: Uber, taxi, Designated Driver, friends or family)

DEFINITION OF DRINKING AND DRIVING (10 min)

- Tell me what “drinking and driving” means? Have you ever been “drinking and driving?” What about having a drink and driving? When? How?
- How do you know when it is okay to drive?
- When does being impaired begin? (Probe on: BAC, feeling buzzed, number of drinks, size of drinks, food, weight, time, etc.)

FRIENDS WHO DRINK & DRIVE (20 min)

- Is it easy to stop someone from driving home drunk? How do you do it?
- What about if the person has had a couple drinks but isn't obviously drunk?
- What has worked in the past? What has failed?
- Have there been times when you have needed convincing not to drive? What were you thinking at that time? What was the conversation like?

Role-play Scenario – “Let's Convince our Friend”

A friend is out with us after work. We think he had one too many but he doesn't think so. He doesn't seem drunk, but we think he didn't have enough food before, or maybe had a few beers pretty quickly after work and is not ready to drive. What do you do? Let's role play this right here.

- What are some options? How do you convince him not to drive?

His girlfriend has to get to work early in the morning and needs the car. What do you do now? Or, he has to get home right now and can't wait because he needs to unlock the door for his roommate who is locked out in the cold? What now?

ADVERTISING STIMULUS (15 min) – Rotate stim across groups

Moderator to instruct: I'm going to show you a few pieces of advertising that may have run in the past. I want you to explain how effective they would be in stopping someone like you from drinking and driving. *(Pause after each ad exposure to get initial reaction.)*

After exposing all ads:

You have one chance to stop someone like you from driving while impaired. You can see into the future and you know the person will be pulled over and convicted. Which ad do you show them?

What if you could see into the future and the consequences were even worse? Does that change which ad you show them to convince them to make the decision not to drive impaired?

Now thinking about the phrase they used in some of the ads, "buzzed driving," is this the right term to use? What does that mean to you? Are there other ways you and your friends typically describe that state?

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