

## Moderator's Guide for Focus Groups

### OMB Control No: 2127-0682: Focus Groups for Assessments of Creative Concepts Supporting a National Awareness Campaign to Reduce Drugged Driving

#### FOCUS GROUP MODERATOR'S GUIDE

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**NOTE TO MODERATOR:** *When group is fully assembled, read:*

This focus group is being conducted to collect information that will help us better understand your opinions about an important highway safety issue.

This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. 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 Control Number for this information collection is 2127-0682. Public reporting for this collection of information is estimated to average 75 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. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., Washington, DC, 20590

*“Warm-up” discussion topic:*

**What is the one thing about other drivers that annoys you the most?**

*Probe for brief explanation if response is just a few words*

**As you may recall when you were being recruited to participate in this group, the research sponsor is especially interested in hearing opinions from people who have recently smoked or consumed marijuana recreationally. Our discussion this evening is not to make judgments, nor to catch people. Instead, we just want to hear your thoughts about driving after using marijuana, as well as advertising ideas related to that.**

**NOTE TO MODERATOR:** *The next section (that is, the next three questions of this guide) is primarily to get respondents comfortable about talking about marijuana use and driving.*

*Some in-depth probing may prove useful; however, no more than 15 minutes should be spent on this section leading into discussion about advertising ideas.*

**In your opinion, how dangerous is it to drive high, compared to other situations such as driving while talking on cell phone, driving drowsy, driving while eating, etc.?**

*Probe as appropriate.*

**Some folks have told us they drive safer when they're high. What do you think?**

*Probe as appropriate.*

**If there are dangers or risks to driving high, what are they?**

*Probe as appropriate.*

*Transition to discussion about advertising concepts. Because the concepts will be presented in the form of storyboards, it will be helpful to show respondents an example of a storyboard and the final commercial that came from it. Therefore, show "We're Finished" storyboard, then finished commercial. This will help respondents be accustomed to mentally linking a storyboard iteration with a finished version.*

*Then proceed to each of the three concepts for drugged driving. Label/refer to each as "A," "B," and "C" to avoid potential bias that could be associated with each concept's internal name.*

*"A" will be "Bong Car"*

*"B" will be "Pot Head"*

*"C" will be "Do Better Drugged"*

*Among the different groups, rotate the order of presentation so no particular concept is always shown first or last.*

*Show each – one at a time – just once. Then distribute notes sheet for that commercial to each respondent for his initial independent, written comments. (see page 5 for example of handout).*

*After all respondents have finished noting comments, facilitate discussion:*

**How many of you graded this an "A?" "B?" --- etc. for all grades**

*NOTES TO MODERATOR:*

*For each of the highest and lowest grades, probe for reasons why*

*If commercial gets high grades from most participants, probe those who graded it “B” or “C” relative to, “What would need to be done to the commercial so that you might give it a higher grade?”*

**Assume the idea’s main intent is to encourage people to not drive if they’re high. What one or two things in the idea help convey a message that would get people to do that?**

**What one or two things in this commercial really stick out in your mind?**

**Does the commercial remind you of anything you’ve seen or heard before?**

*NOTES TO MODERATOR:*

*Play the commercial again. Then ask:*

**What other thoughts do you have about this after seeing it a second time?**

*Probe as appropriate.*

*NOTES TO MODERATOR:*

*Repeat the above steps for each of the other ideas.*

*After all three ideas have been shown and discussed:*

**Which of these ideas is best? How many say “A?” ... “B?” ... “C?”**

**Those who picked “A”: Please share your reasons for picking that.**

*Ask each person who picked “A” to give his reasons.*

*Repeat the above for those selecting “B” and “C”*

*NOTES TO MODERATOR:*

*Transition to discussion about taglines. It may help respondents understand what taglines are by referring to them as “slogans.” Mention that these slogans would go along with the advertising about driving while high. Show each of four lines one-at-a-time (display a board with the tagline as a visual aid). Rotate the order in which they are shown/discussed among the groups, so no particular tagline is always shown first and another always shown last.*

*Taglines to be shown on boards and discussed, one at a time:*

1. *If you're high, don't drive.*
2. *Stoned driving. Not safe. Not smart.*
3. *Think smart. Don't drive high.*
4. *Drive safe. Not high.*

*For each of the lines (one at a time), questions and probes:*

**What are your first impressions about this slogan?**

**What's good about this slogan? What makes it good?**

**What do you not like about this slogan?**

**If an advertising sponsor used this slogan in its ads to get drivers to be more aware of the risks and dangers of driving when high, in what ways would it be a good slogan to use?**

*After all taglines have been shown and discussed, distribute to each respondent a notes sheet with the list of all four (see page 6 for reference). Instruct them to independently choose (mark or circle) the line that is best; also, to jot down brief rationale for that selection.*

*After all participants have been observed to finish making selections, poll the entire group (i.e., show of hands) and tally.*

*Then discuss reasons each chose the particular tagline...*

**What are your reasons for choosing this line?**

*(Hand out for each group member to independently comment on each commercial after it's shown the first time)*

## Notes for commercial "A" *(same sheets will be prepared and distributed for commercials "B" and "C")*

Things you especially like about this commercial

Things you don't like about this commercial

The main thing that sticks out in your mind

Grade it. If the main message is, "Don't drive if you're high" --- give it a grade of A, B, C, D or F:

*(Hand out for each group member to independently select the one slogan he thinks is most effective)*

Of these slogan ideas, which **one** do you think is the **best**, in terms of it ***making drivers more aware of the risks and dangers of driving while under the influence of marijuana?***

If you're high, don't drive.

Stoned driving. Not safe. Not smart.

Think smart. Don't drive high.

Drive safe. Not high.