

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

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

I. EXPLANATIONS

MODERATOR TO READ (<5 min)

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 designed to reduce the number of traffic-related injuries and deaths. 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, okay to have a different point of view than peers

II. INTRODUCTIONS & WARM-UP (5 min)

- *Introductions of moderator and participant. Ask respondent to introduce him/herself [name, school grade, what they like to do socially with friends]*

III. STORYBOARDS (75 min)

Moderator Note: Explain to participants that they will be shown several advertising concepts that are at an early stage and are not finished advertisements. Participants should use their imaginations and respond to the overall idea presented. Present each advertising concept one-at-a-time (use storyboards or other stimulus as a visual aid). Randomly sort the order of the advertising concepts among the different focus groups, so no particular idea (or medium) is always shown first or last. Allow participant to read through the concept, mark comments, and then discuss.

Ask questions after each concept exposure:

Initial thoughts/key takeaways

Moderator will instruct respondents to write down their initial reaction, the main idea of the advertisement, and how much they like the advertisement on a scale of 1 to 10.

- What do you think the advertising is trying to tell you?
- What are your first reactions?
- What is going through your mind as you watch/listen to this ad?
- What does this make you think about? Why do you say that?
- What is the main idea?
- How does the ad make you feel?
- What does the ad make you want to do if anything? Do you think you would do anything differently than you're currently doing? *[If yes]* What?

Likes/dislikes/concerns

- What was particularly interesting to you in this ad?
- Was there anything you especially liked in this ad?
- Anything you particularly disliked?
- Was there anything confusing?

Relevancy

- Who do you think this ad is supposed to be speaking to?
- How meaningful is this message for you?
- How does the ad's message impact/relate to you and your friends?
- How does this ad make you feel about what you're currently doing in regards to driving to social occasions where drinking may be involved?

Learning

- Was there anything new or surprising in the advertising? What and why?

Sharing

- Who would you want to tell about this ad?
- Would you tell a friend or family member about this ad? What would you say?

IV. Wrap-up (5 minutes)

- Now that you've seen the different ad ideas, which one resonates with you the most?
- What did you like most about this approach? Which would you be most likely to want to see produced? Why? Which might you remember tomorrow?
- Do you have any other words of advice for the people who are doing anti-drinking and driving campaigns? *(If time permits) Check with observers for additional questions.*