

Moderator's Guide for Focus Groups

(Draft: 3/22/17)

OMB Control No: 2127-0682: Focus Groups for Exploratory Research Among Parents of New Teenage Drivers Regarding Teaching Knowledge, Resources and Techniques

FOCUS GROUP MODERATOR'S GUIDE

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:

All of you have something in common: You all have a son or daughter who is a new driver or soon will be a new driver. Think back to when you first got your learner's permit and/or driver's license. What were some of the main things your mom and/or dad told you in terms of learning about driving?

Probe for brief explanation if response is just a few words

What one thing scares you the most about your son or daughter driving?

What else scares you?

How are some of the ways you talk to your teen about these?

NOTE TO MODERATOR: The next section is one of three times the participants will be directed to privately complete a written exercise prior to discussion of their responses. Introduce and hand-out the form titled, "The Five Riskiest Driving Behaviors of New Drivers". (See page 4 of this draft of the guide). Instructions are on the form. After everyone has been observed to have completed her/his written responses, poll the group for responses and reasons why. For example, pose questions like these:

- **(Name of participant), which five did you pick?**
- **For what reasons did you choose those, versus the others?**
- **Are any one or two or three that are even more risky than the others you picked? If so, which ones and why?**

Repeat for each participant.

NOTE TO MODERATOR: If "Driving with one or more teenage passengers in the vehicle" and/or "Driving with insufficient sleep" have not been discussed at this point, ask specifically about that one or both. For example, pose questions like these:

- **Let's talk a few minutes about driving with one or more teenage passengers in the vehicle (or driving with insufficient sleep). Compared to the other behaviors, how risky is that? (probe for explanation as appropriate)**
- **What would you tell your new driver about that?**

NOTE TO MODERATOR: The next section is the second of three times the participants will be directed to privately complete a written exercise prior to discussion of their responses. Introduce and hand-out the form titled, "The Five Most Important, Non-Negotiable Rules For My New Driver". (See page 5 of this draft of the guide). Instructions are on the form. After everyone has been observed to have completed her/his written responses, poll the group for responses and explanations:

- **(Name of participant), what is your list of rules?**
- **Explain your thoughts about why these are so important.**

What do you think are the leading causes of crashes - - where injuries or fatalities are involved - - for teenage drivers?

If you've done your own research about how to guide your teen driver, describe that information - - that is, how you heard about it, where you found it, what it consisted of, how useful it has been for your teen?

Follow-up: Also, are there any other places you would like to find this kind of information?

NOTE TO MODERATOR: The next section is the third of three times the participants will be directed to privately complete a written exercise prior to discussion of their responses. Introduce and hand-out the form titled, "The Five Most Credible Sources of Information for Parents of New Drivers". (See page 6 of this draft of the guide). Instructions are on the form. After everyone has been observed to have completed her/his written responses, poll the group for responses and explanations:

- **(Name of participant), which five did you choose to be the most credible?**
- **Explain your thoughts about why you selected these.**

NOTE TO MODERATOR: If "NHTSA" not referenced, ask - - -

- **What about the National Highway Traffic Safety Administration (also known as NHTSA)? Any reasons you did not choose that organization?**

(probe as appropriate, contingent on response(s))

What do you wish the government (local, state and/or federal) would do to help teen drivers become better drivers?

(follow-up probes about why/how such things would help)

Hand out #1 for each group member:

The Five Riskiest Driving Behaviors of New Drivers

From the list below, circle or put a check-mark beside the five behaviors you think are the riskiest for new teenage drivers.

While driving...

Talking on a hand-held cell phone

Talking on a hands-free cell phone

Typing a message on a cell phone (text or email, for example)

Reading a message on a cell phone

Having one or more other teenage passengers

Not using the seatbelt

Changing music on a playlist of a music device

Changing (or ejecting or inserting) a CD

Holding food in one hand

Holding a beverage in one hand

Having had insufficient sleep

Having had consumed alcohol

Having had consumed illegal drugs

Having had consumed prescribed drugs and/or over-the-counter medications that have warning labels about driving while using them

Between midnight and 6:00 a.m.

Ignoring posted speed limits to the degree that they would be ticketed for speeding if pulled over

Hand out #2 for each group member:

The Five Most Important, Non-Negotiable Rules For My New Driver

Jot down five major rules about driving you have for your teenage driver when she or he drives (or will be able to drive) on her/his own.

Hand out #3 for each group member:

The Five Most Credible Sources of Information For Parents of New Drivers

From the list below, circle or put a check-mark beside the five most credible sources of information, advice, guidelines, suggestions, etc. about helping your teenager be a safer driver.

American Automobile Association (AAA)

Centers for Disease Control (CDC)

Governors Highway Safety Office (GHSO) in your state

National Highway Traffic Safety Administration (NHTSA)

National Institute of Health

National Organization for Youth Safety (NOYS)

National PTA

National Safety Council

Safe Kids Worldwide

U.S. Department of Transportation

Your automobile insurance company

Your child's school

Other major automobile insurance companies (for example, Allstate, State Farm or others)

Your state's Department of Transportation