

**Focus Groups for Assessment of Creative Concepts Supporting a
National Communications Campaign to Increase Seat Belt Use**

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 and evaluate programs designed to reduce the number of traffic-related injuries and deaths. Public reporting burden 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. 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:

- *Disclose presence of observers and video-recording (in lieu of "note taking")*
- *Pre-announce discussion topic: Opinions about TV commercial ideas to encourage people to use seat belts*

"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

NOTES TO MODERATOR:

Transition to discussion about advertising ideas.

Explain that group will view four TV commercials dealing with seat belt use.

Explain the animatics format of the commercials. Emphasize the point that the commercial in final form will not be animated.

To help respondents "calibrate" their minds for how the animatics version and final commercial are related, show an example; use "No Big Deal" animatics and final

commercial. Explain that these are just examples, and that they do not deal with seat belts.

After showing demos, remind group that they'll see four different animatics spots that deal with seat belts.

Hand-out first of four notes sheets (see next page for reference), and direct participants to briefly note their thoughts about each commercial after it has been shown, i.e., what they like, don't like, main thing(s) they thought about or remembered while seeing it, and a grade.

Show first commercial. They will be titled simply "A," "B," "C," and "D" to minimize any bias the commercials' names might lend. Order of presentation will be changed for each group, also to minimize bias. After first showing of each commercial, stop DVD for the participants' quick notes, then discussion.*

** "xxx" will be titled "A"*

"xxx" will be titled "B"

"xxx" will be titled "C"

"xxx" will be titled "D"

(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," "C" and "D")*

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, "Wearing a seat belt is a smart thing to do" --- give it a grade of A, B, C, D or F:

How many of you graded this an “A?” “B?” --- etc.; tally 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 always wear a seat belt. 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?

Talk a bit more about the law enforcement part of this idea. How does that help or hurt the message that wearing belts is a smart thing to do?

NOTE TO MODERATOR:

After appropriate probing and discussion, show TV commercial again

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

NOTES TO MODERATOR:

Repeat the above steps for each of the other three ideas

After all four ideas have been shown and discussed:

Consider the situation where police at the local and state levels decide to step up ticketing of people not obeying seat belt laws. Which one of these four campaign ideas would work best to support such a stepped-up effort? (probe for additional reasons/explanations)

(If time permits, check with observers for additional questions)