

**The Passion Points of Seat Belt & Car Seat Compliance and Non-Compliance
Qualitative Research Discussion Guide**

Phoenix, AZ & Chicago (O’Hare), IL

Objectives:

To better understand how to overcome child passenger safety non-compliance behaviors through a deep dive of the similarities and differences of parents with children between 0-7 years & parents with children between 8-14 years across both mainstream population and unacculturated Hispanics in order to develop compelling messaging efficiencies across targets to persuade these parents to change their behavior.

Materials for Groups:

- Passion Point™ Playing Cards
- Blow ups of Three (3) Passion Point™ Passenger Safety Narratives
- Print outs of Voting Sheets
- Dots for voting
- Flip Charts

Time Guidelines for Discussion:

Category:	Approximate Timing:
Part 1: Welcome/Guardrails/Introductions	10 minutes
Part 2: The Emotional Drivers of Parents	30 minutes
Part 3: The Passion Points™ Of Child Passenger Safety Compliance Narratives	40 minutes
Part 4: Voting & Discussion	10 minutes
Total Timing:	90 minutes

Part 1: Welcome/Guardrails/Introductions	10 minutes
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Public Burden Statement:

This collection of information is voluntary and will be used to recruit individuals to participate in this study. Public reporting burden for this survey is estimated to average 60 minutes per response, 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 currently valid OMB control number. The OMB control number for this collection is number 2127-0682.

Introduction & Setting the Tone

- Researcher – work for a research company hired to conduct this project, means that I have no vested interest
- Here for one reason...to listen to your opinions
- Room Set Up - Mirror/Audio/Video
- Guardrails – Talk one at a time, try to avoid side convos, should feel like a conversation between friends - feel free to build on/agree with/disagree with anything anyone says, speak up so I can hear you, excuse yourself for the bathroom but try not to have more than one out at a time, may look at my phone/iPad – they are feeding questions from the back room so it is not that I am checking email or texts.
- I may interrupt you if needed to get us back on topic

Respondent Intros:

- Please introduce yourself to the group and tell us:
 - Name
 - Who is in your family?
 - Tell me the one thing that happened to you in the last week that made you the most happy to be a parent.

Part 2: The Emotional Drivers Of Parents**30 minutes**

As you may have guessed from our warm-up question, we are going to be talking about being a parent today. All parents want to the best for their children and want to do the best job possible when it comes to their kids. All of us are trying to be the "perfect" parent at all times.

(Parents of 0-7 year old kids) And as parents we face things that are new and we are unsure of what to do and then there are situations that we feel certain that we know what is right for our kids, like how to child proof your house. I want you take a moment and think of a situation where maybe you could have sought advice or looked for information but you felt sure you knew what was best for your child and have you tell me the story of the time that came to mind. I want to know what the situation was and who was there and how you felt.

(Parents of 8-14 year old kids) But there are times when even though we know what is best, we are willing to relax or bend these rules. For example, maybe your child is out in front of your house on their scooter or bike and wants to ride without a helmet because they hate wearing it; they are just right out front so you make an exception this time and let the helmet rule slide because you feel you know when it is ok to let go of the rules. I want each of you to take a moment and think about the last time you relaxed or bent one of those rules and then have you tell me the story of the time that came to mind for you. I want to know what was happening, who was there, how you felt, etc...

(Parents of Unacculturated Hispanics) And as parents in a country that is different from the one that you grew up in, you are often faced with having to balance what is acceptable and ok from how you grew up with the expectations and rules of being a parent in America, like the foods your kids should eat or how you can punish them when they misbehave. I want you to take a moment and think of a situation where you felt that you knew what was best for your child even though it may not be what you thought others expected you to do in this situation. I want to know what the situation was and who was there and how you felt.

MODERATOR TO HAVE ALL RESPONDENTS TELL THEIR STORY

If it doesn't come up organically, PROBE on:

- What happened?
- Who was with you?
- What was going on?
- How did you feel?

Great! Now I am going to give you each a stack of cards. These cards represent feelings and ideas that we have heard other parents, similar to you, tell us are important to them. I want you to go through the cards and pick up to 2 cards that best connect with the story you just told me about.

- Which card did you feel connected with your story the most?
 - Why did (INSERT PP) connect the most with your story?

MODERATOR TO HAVE EACH PARENT TALK ABOUT THE MOST CONNECTED CARD AND MAYBE ONE OTHER THAT THE MODERATOR WILL PICK WHILE WALKING AROUND LOOKING FOR INTERESTING PICKS**Part 3: The Passion Points™ Of Child Passenger Safety Compliance Narratives****40 minutes**

THE STORY NARRATIVES WE WILL USE FOR THIS EXERCISE WILL BE MODIFIED SLIGHTLY TO FIT THREE KEY TARGETS BASED ON THE PRIOR RESEARCH FINDINGS: UNACCULTURATED HISPANICS, PARENTS OF 0-7 YEAR OLDS AND PARENTS OF 8-14 YEAR OLDS. THE FIRST PART OF EACH OF THE THREE STORIES (HUMAN INSIGHT) WILL BE THE SAME MESSAGE ACROSS ALL GROUPS (WE ARE LOOKING FOR A UNIFYING STRATEGIC CONTEXT ACROSS PARENTS OF DIFFERENT AGE GROUPS & ETHNICITIES). THE SECOND PART OF EACH STORY (WHICH ADDRESSES COMPLIANT BEHAVIOR) WILL BE TAILORED BY AGE OF CHILD TO REFLECT EITHER CHILD PASSENGER SAFETY OR SEAT BELT COMPLIANCE.

For the next part of our conversation, I am going to be sharing some stories with you. These stories are about parent's struggle to do the right thing at all times and do what is best for their kids. I am going to be asking you to tell me how you FEEL about the stories vs. what you think about them. I want you to keep in mind that they are **not** ads or commercials. So, along the way you may see words or images you don't feel are quite right, but those can be changed. What I am most interested in is getting your views on the underlying

core idea that is being expressed. We are trying to find out if this is an emotional truth for you and whether it is relevant to YOU as a parent. Make sense?

EACH PASSION POINT™ INSIGHT WILL BE COVERED ON THE WALL.

I want you to sit back, close your eyes if you want to, and listen as I read this to you. As I read, I want you to think back to a time that you felt this way as a parent.

MODERATOR WILL UNCOVER AND READ THE FIRST FRAME OF EACH PARENT STORY, WHICH IS AN ARTICULATION OF THE PASSION POINT™ THAT THE STORY IS BASED ON.

- What is one word that came to mind when I was reading this?
 - MODERATOR TO WRITE WORDS ON FLIP CHART
- Tell me about the time that came to mind for you while I was reading?
 - Have you ever been in a similar situation
 - MODERATOR TO LISTEN FOR AND PROBE ON WHEN NEED BE:
 - Where you were
 - Who you were with
 - What happened
 - How it made you feel
- Does this feel relevant to you as parent?

ONCE MODERATOR HAS GONE THROUGH ALL 3 PASSION POINT INSIGHT POSTERS MODERATOR WILL MOVE ONTO THE COMPLIANCE CONNECTION IN THE SECOND FRAME.

TO FACILITATE THIS CONVERSATION WITHOUT MAKING RESPONDENTS FEEL AWKWARD OR EMBARRASSED ABOUT ADMITTING TO AN OCCASIONAL LAPSE FOR ANY REASON, WE WILL PLACE THIS IN THE CONTEXT OF SPEAKING TO PARENTS LIKE YOU.

MODERATOR WILL GO THROUGH ALL PROBES/GROUP DISCUSSION FOR EACH OF THE THREE NARRATIVES.

(Unacculturated Hispanic Parents of 0-7 year old kids) We are going to continue with the stories. But now we are going to add in the idea of making sure that your child is always in the appropriate car seat and that it is installed correctly. What we want to understand is how this story could help convince a parent who is also a Hispanic immigrant to the US and has a child similar in age to yours, that they shouldn't just assume that they know what is right. They should be seeking out the latest rules and recommendations in the US for their specific child and following them accordingly. I am going to re-read the first page to you and then continue onto the rest of the idea.

(Unacculturated Hispanic Parents of 8-14 year old kids) We are going to continue with the stories. But now we are going to add in the idea of making sure that your child is always wearing their seat belt and is seated in the right location. What we want to understand is how this story could help convince a parent who is also a Hispanic immigrant to the US and has a child similar in age to yours, that this is one rule that they should never relax or bend, regardless of what they grew up doing or what the rules were in the country they grew up in. I am going to re-read the first page to you and then continue onto the rest of the idea.

(Parents of 0-7 year old kids) We are going to continue with the stories. But now we are going to add in the idea of making sure that your child is always in the appropriate car seat and that it is installed correctly. What we want to understand is how this story could help convince a parent with a child similar in age to yours, that they shouldn't just assume that they know what is right. They should be seeking out the latest rules and recommendations for their specific child and following them accordingly. I am going to re-read the first page to you and then continue onto the rest of the idea.

(Parents of 8-14 year old kids) We are going to continue with the stories. But now we are going to add in the idea of making sure that your child is always wearing their seat belt and is seated in the right location. What we want to understand is how this story could help convince a parent with a child similar in age to yours, that this is one rule that they should never relax or bend, regardless of how much they are occasionally tempted to bend the rules. I am going to re-read the first page to you and then continue onto the rest of the idea.

ONCE MODERATOR HAS FINISHED READING THE WHOLE CONCEPT, MODERATOR WILL START A GROUP DISCUSSION

- Let me go around the room and have each of you give me your top of mind reaction to this idea
- Does this idea connect with the feelings that we were talking about on the first page?
 - How does it connect/doesn't it connect?

(Unacculturated Hispanic Parents of 0-7 year old kids)

- So, thinking about parents that are also Hispanic immigrants to the US with a child similar in age to yours, who might not be aware of all the regulations in the US or follow them all the time, would this story persuade them that they should never just assume they always know what is right for their child?
 - How? What is it exactly about this story that makes it so persuasive or not persuasive?
 - What is wrong or missing?
- What do you think are some of the things that get in the way of Hispanic immigrant parents not seeking out information or following the regulations and recommendations specific to the US?
 - PROBE on social, economic, cultural barrier if they don't come up organically. Why do you think people don't follow these rules?
- Will this story be enough to persuade them despite these barriers?

(Unacculturated Hispanic Parents of 8-14 year old kids)

- So, thinking about parents that are also Hispanic immigrants to the US with a child similar in age to yours, who might be tempted to relax the rules about seat belts, would this story persuade them that this is one rule that they should never bend?
 - How? What is it exactly about this story that makes it so persuasive or not persuasive?
 - What is wrong or missing?
- What do you think are some of the things that get in the way of Hispanic immigrant parents not seeking out information or following the regulations and recommendations specific to the US?
 - PROBE on social, economic, cultural barrier if they don't come up organically. Why do you think people don't follow these rules?
- Will this story be enough to persuade them despite these barriers?

(Parents of 0-7 year old kids)

- So, thinking about parents with a child similar in age to yours, who might not be aware of all the regulations or follow them all the time, would this story persuade them that they should never just assume they always know what is right for their child?
 - How? What is it exactly about this story that makes it so persuasive or not persuasive?
 - What is wrong or missing?
- What do you think are some of the things that get in the way of parents not seeking out information or following the regulations and recommendations?
 - PROBE on social, economic, cultural barrier if they don't come up organically. Why do you think people don't follow these rules?
- Will this story be enough to persuade them despite these barriers?

(Parents of 8-14 year old kids)

- So, thinking about parents with a child similar in age to yours, who might be tempted to relax the rules about seat belts, would this story persuade them that this is one rule that they should never bend?
 - How? What is it exactly about this story that makes it so persuasive or not persuasive?
 - What is wrong or missing?
- What do you think are some of the things that get in the way of parents following the regulations and recommendations?
 - PROBE on social, economic, cultural barrier if they don't come up organically. Why do you think people don't follow these rules?
- Will this story be enough to persuade them despite these barriers?

MODERATOR WILL REPEAT UNTIL ALL THREE NARRATIVES ARE DONE.

MODERATOR WILL RECAP EACH IDEA QUICKLY. MODERATOR WILL HAND OUT VOTING STICKERS. PARTICIPANTS WILL BE ASKED TO VOTE ON THE THREE IDEAS:

You will each have two voting stickers to answer two different questions. When choosing the idea that best fits for you, I want you to consider the idea as a **WHOLE**. First I want you to write the number of the story you choose on the sticker, the idea number is in the bottom right hand corner of the story on the wall. Then once everyone is done writing their numbers down, you will go up and place the sticker next to the idea you chose.

MODERATOR WILL EXPOSE PRINT OUTS WITH THE QUESTIONS NEXT TO THE STORIES TO VOTE ON

(Unacculturated Hispanic Parents of 0-7 year old kids)

1. Which story do you feel would connect to a parent that is also Hispanic immigrants to the US with a child similar in age to yours, who may just assume that they know what is right for their child regarding car seats?
2. Which story would do the best job at convincing that parent to research new and current information specific to the US to confirm their beliefs about child safety recommendations?

(Unacculturated Hispanic Parents of 8-14 year old kids)

1. Which story do you feel would connect to a parent that is also Hispanic immigrants to the US with a child similar in age to yours, who may be tempted to occasionally bend the rules regarding seat belts and seating location?
2. Which story would do the best job at convincing that parent to always follow the regulations and recommendations specific to the US regarding seat belt recommendations?

(Parents of 0-7 year old kids)

1. Which story do you feel would connect to a parent with a child similar in age to yours, who may just assume that they know what is right for their child regarding car seats?
2. Which story would do the best job at convincing that parent to research new and current information to confirm their beliefs about child safety recommendations?

(Parents of 8-14 year old kids)

1. Which story do you feel would connect to a parent with a child similar in age to yours, who may be tempted to occasionally bend the rules regarding seat belts and seating location?
2. Which story would do the best job at convincing that parent to always follow the regulations and recommendations regarding seat belt recommendations?

CLOSING:

- Final questions from the back room
- Thank you and dismiss!