

**Small Business Discussion Groups on Work-Related Motor Vehicle Safety  
Communication Products  
Moderator Guide**

**Introduction and Ground Rules (5 minutes)**

MODERATOR: Welcome and thank you for participating in today's discussion. My name is \_\_\_\_\_ . Today, I am interested in hearing your opinions about what materials and tools could help you prevent motor vehicle crashes for your employees who drive as part of their job.

You have been asked to participate in today's discussion because you work for similar types of **<companies, organizations, departments>**, and at least some of your employees have jobs that require frequent motor vehicle travel. Your feedback will ultimately help the National Institute for Occupational Safety and Health's Center for Motor Vehicle Safety better understand your needs and develop new communication products to support organizations and workers like yours.

Before we begin, I want to go over a few ground rules for our discussion, which will last about 90 minutes.

- Your participation is voluntary and you have the right to not answer any question or withdraw from the discussion at any time.
- If at any time you are uncomfortable with my questions, you can choose not to answer. Just let me know that you prefer not to answer.
- Everything we discuss today will be kept private to the extent allowable by law. Your name and contact information will not be given to anyone else, and no one will contact you after this discussion is over.
- Tonight's discussion will be audio-recorded. The recordings are for notetaking purposes and will be kept in a secure location and then destroyed after the feedback has been reviewed. No personally identifying information, like your name or your employer's name, will be mentioned in the notes or other documentation created from these interviews.

**Public reporting burden of this collection of information is estimated to average 2 hours 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. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer, 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0953).**

- Your comments during this focus group will not be shared with your employer.
- It is also important to note that I don't work for the people funding this discussion group and I'm not trying to sell you anything. So, feel free to be as honest as possible – you won't hurt my feelings. As I noted earlier, this discussion group is being supported by the Center for Motor Vehicle Safety at the National Institute for Occupational Safety and Health (NIOSH). NIOSH is responsible for making worker safety recommendations, but is not a regulatory agency. – NIOSH,
- Most importantly, there are no right or wrong answers. None of these are trick questions. I want to know your opinions.
- Please silence your cell phones.
- Do you have any questions before we begin?

**NOTE: The probes identified in some of the questions are included to assist the facilitator in prompting for understanding. They will be used only when necessary. Since discussion group participants will vary by industry, industry-specific probes are identified in some cases. This will aid the facilitator in leading the discussion appropriate for each audience.**

#### **I. Introductory questions**

1. First, I'd like to go around the room and introduce ourselves. When we get to you, please tell us your first name only and a little bit about the type of company or organization you work for.
2. In your company, what kinds of work typically involve driving?

#### **II. Communication resources and motor vehicle safety topics**

3. Have you ever searched for motor vehicle safety communication materials to give to your employees or contractors who drive as part of their job?
  - a. If so, where did you go for this information? *Probes:*
    - i. Professional associations?
    - ii. Co-worker? Supervisor?
    - iii. Internet?
      1. What website(s)?
  - b. What resources were most useful? Why?

*Communication materials to help keep your employees and contractors safe while driving on the job need to address the topics that are most important to you. To better understand what these topics are, I'd like to hear a little more about the risks they face while driving on the job.*

4. What are some of the unsafe driving practices your employees might engage in that could jeopardize their safety? *Probes:*
  - a. Not wearing a seat belt?
  - b. Driving while distracted or inattentive?
  - c. Driving while drowsy?
  - d. Driving while impaired?
    - i. By alcohol?

- ii. By illegal drugs?
      - iii. By prescription or over-the-counter medications?
    - e. Speeding?
    - f. [IF EMERGENCY WORKERS/OIL AND GAS] Not responding appropriately to roadway conditions, like poor quality roads, bad weather, or congestion?
5. What are some of the things about the way work gets done in your industry that may affect your employees' ability to drive safely? *Probes:*
- a. Scheduling practices?
    - i. [IF TRUCKING/OIL AND GAS/EMERGENCY WORKERS] Long work hours?
    - ii. [IF OIL AND GAS] Work shifts?
    - iii. [IF OIL AND GAS] Working many consecutive days?
    - iv. [IF OIL AND GAS] 24/7 or on-call operations?
  - b. Work performance or production expectations?
    - i. [IF TRUCKING] Operation models like "just-in-time" delivery or pay by the mile?
    - ii. [IF LIGHT VEHICLES] Expectation that workers will be accessible by phone or text while driving?
    - iii. [IF EMERGENCY RESPONSE] Pressure to respond quickly in an emergency situation?
  - c. Not following company policies?
  - d. [IF TRUCKING] Medical conditions or medications that cause drowsiness/inattention?
  - e. [IF TRUCKING] Fatigue due to handling cargo?
  - f. [IF OIL AND GAS] Driving under monotonous conditions?
  - g. [IF TRUCKING] Job stress?
  - h. Perception that the company doesn't make safe driving a priority?
  - i. Actions of other drivers on the road?
6. Does your **<company, organization, department>** have a health and safety program? *Probes:*
- a. Are communication materials and tools offered as part of the program?
  - b. Do **<company, organization, department>** leaders support the program?
    - a. If so, how (e.g., verbally in meetings, through email communications)?
  - c. Does the program include a motor vehicle-safety component?
    - a. If no:
      - i. What materials or tools would help your **<company, organization, department>** establish a motor vehicle safety program?
    - b. If yes:
      - i. Do **<company, organization, department>** leaders support the motor vehicle component of the program?
      - ii. What communication materials and tools specific to motor vehicle safety are available?
      - iii. Does the **<company, organization, department>** require drivers to participate in driver training?
        - 1. What is the training format?
          - a. Classroom?

- b. Online?
  - c. Behind-the-wheel training?
2. Is there an opportunity to provide or promote communication materials and tools during training?

### III. Perceived importance and barriers to communication

*Understanding an organization's priorities and potential barriers is important information not only when developing communication materials and tools, but in determining the main message and how to best promote such materials and tools.*

7. Do you think it is important for your **<company, organization, department>** to educate employees who drive as part of their job on motor vehicle safety? Why?
8. What barriers could prevent your **<company, organization, department>** from providing communication materials and tools to improve employee safety while driving? *Probes:*
- a. Competing business priorities?
  - b. Expense?
  - c. Time to devote to motor vehicle safety?
  - d. Lack of buy-in from top managers?
  - e. Lack of staff expertise in managing motor vehicle safety risk?
  - f. Perception that your efforts won't matter?
  - g. No record of crashes?

### IV. Communicating with employees

*Now, I'd like to discuss the need for motor vehicle safety information for your employees who drive for work.*

9. To start, I'd like you to think about effective educational safety materials that you've seen on any topic – perhaps flyers, brochures, online courses, etc. When you think about these materials, what qualities stand out?
- a. What are some other qualities of good safety materials?
10. What types of educational safety materials do you find useful in your role as safety managers? *Probes:*
- a. Checklists?
  - b. Fact Sheets?
  - c. Trackers?
11. Which ways are best for you to communicate with your employees about safety while driving for work? *Probes:*
- a. Emails?
  - b. Educational programming?
    - i. Online vs. classroom?

- ii. Individual vs. group?
- c. Handouts?
- d. Posters?
- e. Social media?
  - i. Twitter?
  - ii. Facebook?
  - iii. Instagram?
- f. Visor cards?
- g. Interactive materials and information, such as smartphone apps?

**V. (Safety) Manager communication information and resources**

*I'd like to switch gears and discuss what information and resources **you** would find useful in promoting motor vehicle safety amongst your workers?*

12. What sorts of information aimed at improving employee safety while driving would be most useful to you in your current role? *Probes:*
  - a. Crash statistics (e.g., # of crashes, high risk groups impacted by crashes)?
  - b. Safety toolkits (e.g., posters, apps, fact sheets)?
  - c. Costs of crashes and injuries?
  - d. Statistics to help you compare your safety performance with similar organizations?
  - e. How to make the business case to invest in motor vehicle safety?
  - f. Help in implementing specific kinds of policies and programs (e.g., distracted-driving policies, telematics, fatigue risk management)?
  
13. Which ways would be best for you to receive information about employee safety while driving? What are the best ways to get this information to you? *Probes:*
  - a. Fact sheets?
  - b. Newsletters?
  - c. Posters?
  - d. Social media?
    - a. Twitter?
    - b. Facebook?
    - c. Instagram?
  - e. Interactive tools?
  - f. Other?

**VI. Communication tool review**

Next, we'd like to ask for your feedback on some existing resources developed to improve worker safety while driving. The first example is a fact sheet outlining the parts of a successful motor vehicle safety program. Again, I did not develop these tools, and I don't work for the people who did, so you can be honest. [MODERATOR PASSES OUT FACT SHEET: [Preventing work-related motor vehicle crashes](#)]

14. How would you sum up in just a few words your overall impression of this fact sheet? Do you like it? Not like it? What makes you say that?

15. How useful is the information presented here?
16. Who do you think would benefit from this fact sheet?
17. What do you think about the format of document?
18. How do you feel about the language used (is it clear, understandable)?
19. Would you like to see this material available in languages other than English? If so, what language(s)?
20. How do you feel about the visuals used?
21. Would it be beneficial to include your company logo on this type of material?
22. What would you change to make this more useful for the people your industry?

Ok, now I'd like to show you another resource. This one is an electronic newsletter distributed on a quarterly basis. [MODERATOR USES PROJECTOR TO DISPLAY: [Behind the Wheel at Work](#)]

23. How would you sum up in just a few words your overall impression of this newsletter? Do you like it? Not like it? What makes you say that?
24. Again, how useful is the information presented here?
25. Who do you think would benefit from this newsletter?
26. What do you think about the format of the newsletter?
27. How do you feel about the language used in this document (is it clear, understandable)?
28. Would you like to see this material available in languages other than English? If so, what language(s)?
29. How do you feel about the graphics/visuals used?
30. Would it be beneficial to include your company logo on this type of material?
31. What would you change to make this more useful for the people in your industry?

Next, we'd like to ask you what you think about an existing virtual tool – [Roadwise Rx](#) – that NIOSH has recommended that employers share with workers to help them understand the potential effects of medications on driving ability. [MODERATOR USES PROJECTOR TO DISPLAY INTERACTIVE PRODUCT, AND DEMOS KEY FUNCTIONS]

32. How would you sum up in just a few words your overall impression of this tool? Do you like it? Not like it? What makes you say that?

33. How useful is the information presented here?
34. Who do you think would benefit from this tool?
35. What do you think about the format of this tool?
36. What other formats would be useful instead of this format?
  - a. Less interactive website?
  - b. Written document?
  - c. Other?
37. What would you change to make this more useful for the people in your industry?

Next, we'd like to ask you what you think about another existing virtual tool – [\*My Car Does What\*](#) – that NIOSH has recommended employers share with workers to help them understand advanced safety technologies in vehicles. [MODERATOR USES PROJECTOR TO DISPLAY INTERACTIVE PRODUCT, AND DEMOS KEY FUNCTIONS]

38. How would you sum up in just a few words your overall impression of this tool? Do you like it? Not like it? What makes you say that?
39. How useful is the information presented here?
40. Who do you think would benefit from this tool?
41. What do you think about the format of this tool?
42. What other formats would be useful instead of this format?
  - a. Less interactive website?
  - b. Written document?
  - c. Other?
43. What would you change to make this more useful for the people in your industry?
44. Thinking about all the resources we examined today – [ADJUST LIST AS TIME REQUIRES] the fact sheet, the electronic newsletter, and the virtual tools – does any particular resource stand out as especially helpful? Why?

## VII. Closing

45. To summarize our discussion, we've heard [MODERATOR RECAPS CONVERSATION]. Is there anything we missed that you regard as important for us to consider when thinking about providing communication tools on work-related motor vehicle safety?