

Script for both focus groups (following completion of IRB forms):

Thank you very much for taking the time to help us out today. We are working with the NWS to understand what you, in your official capacity/as a lifeguard, see as the most effective way to communicate hazardous rip current threats to help you in your decision-making.

We would like to start with a short survey using the clickers provided. The benefit of the clickers is that it gives us immediate results for each question. Once the survey is completed, we will look at the results together and discuss the findings with an emphasis on understanding your needs.

Are there any questions before we start the survey?

SURVEY

Before we go through each graphic, let's look at the results relating to the public's understanding of rip currents. (Foster conversation about this)

Let's work our way through each graphic and discuss the results.

Graphic A

Let's see what you all thought was positive about this graphic and what was negative. _____ was seen as particularly positive (or negative). Why?

It appears that X of you were very positive about this graphic. Why, exactly? How do you think it will help you?

For those who were not as positive about this graphic, why not? What problems do you see? What changes would you make?

X of you said that this graphic is helpful? Why? For those who said it is unhelpful, why?

Repeat for each graphic

If there is a preferred graphic, discussion will be focused on:

Why do you prefer this graphic, specifically? For those of you who do not prefer it, why not?

Then:

What information do you need that you have not seen so far? How would that information help you?

Let's get back to the public's understanding. Which if any of these graphics, if any would help you most? Why? How?

Do you have any final comments or questions? Have we left anything out in our discussion?

Thank you so much for helping us out today. If you come up with any questions or have additional thoughts, please feel free to contact me (give contact info)