

**Moderator's Guide
Focus Groups to Develop
Drug-Impaired Driving Prevention Public Service Advertising Campaign**

Generic Clearance OMB Control No: 2127-0682 Focus Groups for Traffic and Motor Vehicle Safety Programs and Activities

I. EXPLANATIONS

MODERATOR TO READ BEFORE GROUP STARTS (<5 min)

This focus group is being conducted to collect information that will help us better understand your opinions about a 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. Public reporting burden is estimated to average 90 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:

- Assure participants of confidentiality and anonymity
- Disclose presence of observers and video-recording (in lieu of "note taking"); video recordings will only be used for report writing purposes and will be destroyed by the facility within 30 days.
- Explain role of participants: Honest opinions and thoughts, no judgement and no right or wrong answers.

INTRODUCTIONS & WARM-UP (5 min)

- Introductions of moderator and participant. Ask respondents to introduce themselves (First name only; remaining anonymous is okay) and share the basics of who lives in their household and what they do for fun.

CAMPAIGN EXPLORATION (75 min)

Explanation of creative concepts: Moderator to explain to participants that they will be shown two advertising concepts that are at an early stage and are not finished advertisements. Participants should use their imaginations and respond to the overall idea presented. Present each advertising concept one-at-a-time (use storyboards or other stimulus as a visual aid). Randomly sort the order of the advertising concepts among the different focus groups, so no idea (or medium) is always shown first or last. Allow participant to read through the concept, mark comments, and then discuss.

Initial thoughts/key takeaways

After initial exposure for each campaign territory, moderator will instruct respondents to write down their initial reaction and the main idea before starting discussion.

- What are your first reactions?
- What is going through your mind as you viewed the idea?
- How does the ad make you feel?
- What does this make you think about? Why do you say that?
- What particularly stood out for you – for good or bad?

Message

- What do you think is the main message they want you to walk away with?
- Did you learn anything from this? Was anything surprising? What and why?
- Is there anything unclear or confusing?

Relevancy/ Believability

- Who do you think this ad is speaking to?
- Can you personally relate to the message? [If yes] what aspects in particular? [If no] Why not?
- How believable is the message?

Tone

- How would you describe the tone?
- What kind of mood is coming across to you? How does that strike you?

Room for improvement

- If you were going to make one change to this idea to make it stronger, what would it be?

Call-to-action

- Does anything here make you think differently about this issue than you did before? If so, what/why?
- Would you tell a friend or family member about this ad? What would you say?

Repeat same questions for each territory

Looking across territories

- Looking across all of these ideas, what do they have in common?
- How would you compare/contrast them in terms of ...
 - key message
 - tone
 - call to action
- What would you say were the strongest and weakest elements of each approach?

Final Advice (10 minutes)

We've looked at a lot of material today. What stuck out to you the most?

- Now that you've seen the different ad ideas, which one resonates with you the most and why?
 - Are there any aspects of the other ideas that you would like to see them incorporate into this one?
- Is there anything you've seen today that makes you think differently about marijuana and driving? Why?
- Do you have any final advice you would give the ad agency as they build out this idea further? What are some dos and don'ts that would help them to reach someone like you?