

Moderator's Guide for Focus Groups

**OMB Control No: 2127-0682: Focus Groups for Assessment of
Creative Concepts Supporting an Awareness Campaign to
Reduce Rx & Over-the-Counter Drug-Impaired Driving**

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 communications programs designed to reduce the number of traffic-related injuries and deaths. 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 Control Number for this information collection is 2127-0682. Public reporting for this collection of information is estimated to average 75 minutes from this point forward, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave, S.E., Washington, DC, 20590

“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

As you may recall when you were being recruited to participate in this group, the research sponsor is especially interested in hearing opinions from people who have recently taken certain types of prescription and over-the-counter medications. Our discussion this evening is not to make judgments, nor to intrude into personal medical background about anyone. Instead, we just want to hear your thoughts about advertising ideas related to driving after taking any of these medications, for these types of medications have been shown to sometimes impair driving.

NOTE TO MODERATOR: *During the introduction above, show list of medication types (same as the list that had been used in the recruiting screener) on a flipchart page*

In your opinion, to what degree do these medications impact a person's ability to drive?

Probe as appropriate

What are the typical words or phrases people use to describe that mental state or feeling?

What are the biggest risks that concern you the most about people who drive after using one or more of these?

Probe as appropriate

NOTES TO MODERATOR:

Transition to discussion about advertising concepts. Explain that the concepts will be presented in the form of video storyboards. Include details about what will be shown and said so respondents will know better what to expect.

Then proceed to each of the three concepts for drug-impaired driving. Label/refer to each as "A," "B," and "C" to avoid potential bias that could be associated with each concept's internal name.

*"A" will be "Heavy Machinery"
"B" will be "Down the Rabbit Hole"
"C" will be "Everyday Sobriety Tests"*

Among the different groups, rotate the order of presentation so no particular concept is always shown first or last.

Show each – one at a time – just once. Then distribute notes sheet for that video to each respondent for her initial independent, written comments. (see last page of this document for example of handout).

After all respondents have finished noting comments, facilitate discussion:

How many of you graded this an “A?” “B?” --- etc. for all grades

NOTES TO MODERATOR:

For each of the highest and lowest grades, probe for reasons why

If video gets high grades from most participants, probe those who graded it “B” or “C” relative to, “What would need to be done to the video so that you might give it a higher grade?”

Assume the idea’s main intent is to remind people that if they feel different after consuming these types of medications, they’ll drive different. What one or two things in the idea help convey a message that would get people to think that?

What one or two things in this video really stick out in your mind?

Does the video remind you of anything you’ve seen or heard before?

NOTE TO MODERATOR: *Play the video again. Then ask:*

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

Probe as appropriate.

NOTE TO MODERATOR: Repeat the above steps for each of the other ideas.

NOTE TO MODERATOR: *After all ideas have been shown and discussed:*

Which of these ideas is best? How many say “A?” ... “B?” ... “C?”

Those who picked “A”: Please share your reasons for picking that.

Ask each person who picked “A” to give her reasons.

Repeat the above for those selecting each of the others

(Hand out for each group member to independently comment on each video after it's shown the first time)

Notes for video "A" *(same sheets will be prepared and distributed for videos "B," and "C")*

Things you especially like about this video

Things you don't like about this video

The main thing that sticks out in your mind

Grade it. If its main purpose is to **remind people that if they feel different after using certain types of medications, they'll drive different** --- give it a grade of A, B, C, D or F: