

**Moderator’s Guide  
Parent Focus Groups to Develop  
Occupant Protection & Restraint Public Service Advertising Campaign**

**Generic Clearance OMB Control No: 2105-0573: Focus Groups for Traffic and Motor Vehicle Safety Programs and Activities**

*(Respondents are instructed to arrive 15 minutes prior to scheduled group start time.)*

***I. EXPLANATION & INTRODUCTORY QUESTIONS***

***Intro Questions (completed as initial exercise while discussion waiting to start)***

**Public Burden Statement:** 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. Reporting burden for this survey is estimated to average 105 minutes per focus group respondent, 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 2105-0573.

***I. INTRODUCTIONS & WARM-UP (5 min)***

- Assure participants of confidentiality and anonymity
- Disclose presence of observers and video-recording (in lieu of “note taking”)
- Explain role of participants: Honest opinions and thoughts, no right or wrong answers, okay to have a different point of view than peers
- Introductions of moderator and participant. Ask respondent to introduce him/herself [first name only, children, what they love most about being a parent, biggest fear as a parent]
- We are going to look at some ad concepts today that are about the protection and safety of children in cars. That may not be a surprise, given the questions you answered on the phone and at the start of this discussion.

***II. CONCEPT DISCUSSION (80 min)***

*Moderator Note: Explain to participants that they will be shown several 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 a visual aid). Randomly sort the order of the advertising concepts among the*

*different focus groups, so no particular idea is always shown first or last. Allow participant to read through the concept, mark comments, and then discuss.*

*Ask questions after each concept exposure:*

***Initial thoughts/key takeaways***

Moderator will instruct respondents to write down their initial reaction, the main idea of the advertisement, and how much they like the advertisement on a scale of 1 to 10, with 1 being low and 10 being high. Respondents will write down their initial responses on paper, so they will have this for reference. The moderator may not use a board in the room.

- What are your first reactions? What is going through your mind as you watch/listen to this ad?
- What does this make you think about? Why do you say that?
- What is the main idea?
- What else is the advertising telling you?

***Likes/dislikes/concerns***

- What was particularly interesting to you in this ad?
- Was there anything you especially liked in this ad?
- Anything you particularly disliked?
- Was there anything confusing?

***Relevancy***

- How meaningful is this message for you?
- How does it make you feel as a parent?
- How does the ad’s message impact/relate to you as a parent?
- How does this ad make you feel about what you are currently doing in regard to keeping your child protected and safely restrained while you’re driving?

***Learning***

- Did the advertising tell you anything new? If so, what?

***Anticipated action***

- As a result of seeing this ad, do you think you would do anything differently than you’re currently doing? *[If yes]* What?
- Would you tell a friend, another parent, or family member about this ad? What would you say?

**III. Wrap-up (5 minutes)**

- Now that you’ve seen the different ad ideas, which one resonates with you the most? What did you like most about this approach?
- As a parent, do you have any other words of advice for the people behind the protection and restraint campaign?

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*(If time permits) Check with observers for additional questions.*

*(Hand out for each group member to independently write down their initial reaction to the advertising concept exposure.)*

What are your first reactions?

What do you think the main idea of this ad is?

On a scale of 1 to 10, how much would you say you like this advertising concept? Please circle the corresponding number.

1	2	3	4	5	6	7	8	9	10
Not at all				Neither like nor dislike					Like a lot