

**Moderator's Guide  
Focus Groups to Develop  
Public Service Advertising Awareness Campaign to Reduce Alcohol-Impaired Driving  
Latino/Hispanic (Spanish)**

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

**EXPLANATIONS & INTRODUCTION (10 min)**

**MODERATOR TO READ**

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. 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")*
- *Explain role of participants: Honest opinions and thoughts, no right or wrong answers*

*Introductions of moderator and participant.*

- Ask respondents to introduce themselves
- What is a typical night out for fun? Who are they with and why?

**SOCIAL ENVIROMENT (30 min)**

- Talk to me about the last time you went out and had a few drinks together with your friends or family. Who decided where to go? When did you decide? How did you talk about it? (*Probe: group chat, texts, phone call, social media, etc.*)
- Who else was out with you?
- How long did you plan on staying? How long did you actually stay?

- What did you drink? Why?
- Was this meant to be a big drinking occasion?
- When did you leave? What made you leave?
- Did you go home or to another destination? How did you get there?
  - *Lookout for rideshare, designated driver, drove themselves, other mode of transport.*
- [If drove] If a police officer pulled you over when you left the parking lot, would you have been nervous? Talk to me about [why/why not]?
  
- What is the difference between a big night out vs. a social drinking occasion? Walk me through the planning & decisions? Who is there & who is not there?
- Do you drink different things? Why?
- What about transportation? How do you get there? How do you get back? Is there a difference between the two occasions?
  - *Lookout for rideshare, designated driver, drove themselves, other mode of transport.*
- Can you think about a time when going out for a few drinks turned into something more? Tell me how that happened? What changes when that happens? Does this happen more often at a certain type of occasion? What?
  
- In the past few years, has anything changed in the way you go out? When you go out? How you plan? What you drink? What about getting there?
  - *Probe on rideshares apps, taxi, Designated Driver, friends or family*
  - *Lookout for mentions of COVID and if that has changed their habits, then probe.*
- Do you plan a sober ride home before you go out and drink? How? Does the occasion change your planning?
  - *Probe on sober ride home – what does it mean? Is it riding with a friend or ride service/taxi or something else?*

### **DRIVING ATTITUDES (30 min)**

- Tell me what “drinking and driving” means? Have you ever driven after drinking? When? How?
- How do you know when it is okay to drive? Is it ever okay to drive after drinking?
- When does being impaired begin?
  - *Probe on: BAC, feeling buzzed, number of drinks, size of drinks, food, weight, time, etc.*
- What about the term “buzzed driving”? What does that mean?
  - *Probe on: is it as significant as drinking and driving, is it viewed with the same consequences, is it okay to drive buzzed or when you are feeling buzzed?*

- Have you ever felt peer pressured or responsible to drive even though you may have not been okay to do so?
- Is it easy to stop someone from driving home drunk? How do you do it?
- What about if the person has had a couple drinks but isn't obviously drunk?
- What has worked in the past? What has failed?
- Have there been times when you have needed convincing not to drive? What were you thinking at that time? What was the conversation like?

*Role-play Scenario – “Let’s Convince our Friend”*

You’re at a weekend carne asada (BBQ/party) with family and friends. Your primo (cousin), friend or one of your tios (uncles) is buzzed and should not drive, but he doesn’t think so. What do you do? Let’s role play this right here.

- What are some options? How do you convince him not to drive?
  - *Lookout for: calling them a cab or rideshare, offering to drive them home if they (participant) haven’t had too much to drink, finding someone else to give them a ride.*

His girlfriend has to get to work early in the morning and needs the car. What do you do now? Or, he has to get home right now and can’t wait because he needs to unlock the door for his roommate who is locked out in the cold? What now?

**LATINO/HISPANIC AUDIENCE ONLY**

**ADVERTISING STIM (20 – 30 MIN) – *Rotate stim across groups if needed (2 – 3 videos to be shown).***

**VIDEOS** - <https://adcouncil.box.com/s/wyskyrkt5hz4kzmq8czxm97njnz6plye>

*Moderator to instruct:* I’m going to show you a few pieces of advertising that may have run in the past. I want you to explain 1. how relatable these feel to you and 2. how effective they would be in stopping someone like you from drinking and driving.

*Moderator to instruct specifically for “La ultima y nos vamos”:* The commercial you’re about to see uses the term “drunk driving” but I want you all to image that the character is saying “buzzed driving” instead like the other commercial(s) we have seen.

*(Pause after each ad exposure to get initial reaction.)*

What is your first reaction to this ad?

Does this ad seem relatable to you? Why or why not? *Look out for cultural relevance*

Who do you think this ad is trying to talk to? Is it speaking to you, personally? Why or why not? *Look out for cultural relevance*

Who do you think they’re trying to reach with this ad?

What could be improved about this ad to make it more relatable to you?

Would this ad catch your attention if you came across it?

What is this ad asking you to do?

Would you do anything specifically after seeing this ad?

Now thinking about the phrase they used in some of the ads, “manejar entonado es manejar borracho,” is this the right term to use? What does that mean to you? Are there other ways you and your friends typically describe that state?

*If time allows, check with backroom for additional question/probes.*