

Focus Group Moderators Guide

Tween Traffic Safety Initiative

RESEARCH GOALS

- Determine critical benefits and barriers, as perceived by Tweens (ages 8-12), for wearing safety belts and sitting in a back seat.
- Measure the impact of parental behavior and instruction on Tween safety belt use and sitting in a back seat.
- Measure the impact of peer behavior and instruction on Tween safety belt use and sitting in a back seat.
- Test potential interventions to encourage both behaviors among Tweens.

I. INTRODUCTION

Purpose

Hi. Thanks for joining our group. My name is _____ and I'll be leading this discussion group today. Have any of you talked in a group like this before? This is called a "focus group." It's a way for us to hear what you have to say when we design new programs that are supposed to help you. We'll talk for about an hour.

We're going to talk about what it's like to be a kid these days, especially when it comes to riding in a car. We want to hear about what you do when you're riding in a car and what you like – and don't like – about spending time in the car. We'll talk more about how we plan to use this information later. Right now, I want to let you know a few things about what we're doing:

Disclosure

- Audio taping;
- Reporting;
- Observers helping to listen/take notes;
- Youth assent forms.

Procedures

- No right or wrong answers; want to hear your personal opinions;
- Be honest; want to know what you really think;
- We want to hear from everyone – so don't be shy;
- No need to raise your hand;
- One person talks at a time;
- No official breaks – restrooms are located...

Participant Introductions

- First name;
- Age;
- What's your favorite thing to do when you're riding in a car?

Let's get started.

II. SEATING POSITION

- A.** Okay, I want to start by finding out where you sit in the car. Please let me see a show of hands: How many of you sit in the front seat?
- B.** How many of you sit in a back seat?
- C.** How many of you sit somewhere else?
 - a. Probe: Where?

III. BACK SEAT/FRONT SEAT

- A.** Good/Bad
 - a. What are the good things about sitting in the front seat? [Use flip chart to note answers]
 - i. Probe: Why?
 - b. Is there anything good about sitting in a back seat? What is it?
 - i. Probe: Why is that good?
 - c. What are the bad things about sitting in a back seat? [Use flip chart to note answers]?

B. Easy/Difficult

- a. What makes it difficult to sit in the front seat?
- b. How about a back seat – What makes it difficult to sit in a back seat?
- c. What would make it easier to sit in a back seat?

C. Norms

1. What kind of person always sits in a back seat?
2. Okay, I want everyone to take a guess at the next question. How many kids your age usually sit in a back seat?
 - All
 - Most
 - Some
 - Few
3. Would anyone you know want you to sit in a back seat every time you ride in the car? Why?
 - Parents/caregivers
 - Friends
 - Siblings
 - Teachers
 - Others?

D. Intervention Test

Based on morning session, question tweens about proposed interventions.

IV. SEAT BELTS

- A.** I'd like to do another show of hands. I want to know how often you wear a seat belt in the car. We'll split it into four levels [write on flipchart] – people who never wear seat belts, people who wear seat belts about half the time or less, people who usually wear seat belts, and people who never ever forget to wear their seat belt. Okay, let me see a show of hands: How many of you never wear a seat belt? How many wear your seat belt about half the time or less? How many of you usually wear a seat belt but sometimes forget? How many of you have never ever forgotten to wear your seat belt? [Record number and person for later correlation]

B. Good/Bad

a. What are the bad things about wearing a seat belt?

[Use flip chart to note answers]

i. Probe: Why?

b. What are the good things about wearing a seat belt?

[Use flip chart to note answers]

C. Easy/Difficult

a. What makes it difficult to wear your seat belt?

b. What would make it easier to wear your seat belt?

D. Norms

a. What kind of person always wears his or her seat belt?

b. Okay, I want everyone to take a guess at the next question. How many kids your age wear their seat belts?

- All
- Most
- Some
- Few

c. Who is the person most likely to ask you to wear your seat belt?

- Parents/caregivers
- Friends
- Siblings
- Teachers
- Others?

d. Whose opinion do you care about most?

E. Intervention Test

Based on plans to date, question tweens about proposed interventions.

IV. CONCLUSION

1. Does anyone have anything else they want to add to our discussion today?

2. Thank you for your help. Your feedback is really helpful to us.