

Focus Group Studies Under Generic Clearance - Moderator's Guide

Moderator's Guide
Focus Groups for Development of a National Public Service Awareness Campaign to Reduce Drug-Impaired Driving

Generic Clearance OMB Control No: 2105-0573: The Collection of Routine Customer Feedback

(Respondents are instructed to arrive 15 minutes prior to groups. Groups will be 120 minutes.)

EXPLANATION AND INTRODUCTORY QUESTIONS (5 minutes while waiting for discussion 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. Public reporting burden for this survey is estimated to average 135 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.

Moderator to read: Before our group discussion starts, please help us by jotting down answers to a couple questions. We will discuss these answers as part of the group later. You do not need to put your name down. Everything you say as part of this research will be kept completely confidential.

- 1) What words do you and your friends use to refer to marijuana?
- 2) What are your 'go-to' words to describe a person under the influence of marijuana?

ADDITIONAL NOTE TO MODERATOR:

- *Assure participants of confidentiality and anonymity – both in the waiting area individually, and at the start of the group.*
- *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 within 2 months.*
- *Explain role of participants: Honest opinions and thoughts, no judgement and no right or wrong answers.*
- *Following the first section, play back their language for “marijuana” and those under the influence of marijuana throughout the discussion.*

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GETTING ACQUAINTED (15 min)

Introductions of moderator and participant.

- Ask respondents to introduce themselves (First name only) and share the basics of what they do for work, who they live with, their passions, etc.
- Ask respondents what do they typically do for a night out / for fun? Who do they typically spend time with if they have a free night? Why?
- We're going to circle back to the questions you filled out before the discussion. What are some words that you or your friends use for marijuana? Have others heard or used these names? What words do you use to describe being under the influence of marijuana? (Probe on different connotations for the language shared, e.g. is there difference between "high" vs. "stoned"?).
- Do you ever talk about marijuana with your friends? What do you talk about? How often do these conversations come up? Is there anything taboo or off limits about this topic?
- What about talking about drinking (alcohol)? Is that different in any way?

MARIJUANA DOS AND DON'TS (20 min)

- Talk to me about why you use marijuana?
- When do you typically use marijuana? Where are you? Who is with you?
- What are the occasions you would typically use it? Does the occasion impact how much you consume? Why/why not?
- How do you typically consume it (i.e. smoking, edibles, etc.)? Do you ever consume other substance (e.g. alcohol, drugs, etc.) when using marijuana? If so, how often? Does that change anything compared to if you consume marijuana alone? What?
- What are some things you like about using marijuana? What are the things you don't like (if any)?
- Think about activities that you would and wouldn't do under the influence of marijuana. Realistically, are there times where you go against your better judgment and do the things that "may be okay" or are "definitely not okay"? What is it about these situations that makes the difference? (LISTEN FOR DRIVING)

DRILLING DOWN ON DRIVING (55 min)

- Think about the last time you used marijuana outside your home. Where were going and how did you get there and around after? (probe: drove self, got a ride, public transport, cab/uber/etc)
- What comes to mind when I mention marijuana and driving? Do you think driving under influence of marijuana is okay to do? Are there times when it is okay to drive versus times when it is not okay? What about those instances are different?

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- Does using marijuana have any impact on driving safely – does it make it worse, better, no difference? Probe: Is there a certain amount of marijuana in your system that you think is safe versus a level that isn't?
- Do you have any 'rules' for yourself about driving after smoking/consuming marijuana? [If so] What are they?
- Does the way you consume marijuana (smoking, edibles, etc.) make a difference in your decision to drive? Why/why not?
- How does driving under the influence of marijuana compare to driving under the influence of alcohol? Does one seem safer than the other? Do you have similar decision-rules for each? How does driving under the influence of marijuana compare to other drugs?
- Has there ever been a time when you decided not to drive after smoking/consuming marijuana when you originally planned to drive? What made you change your mind?
- What about the reverse - has there ever been a time when you decided to drive after smoking/consuming marijuana when you had planned not to? What made you make this decision?
- Thinking about the last time you used marijuana, were you concerned about driving after? Talk to me about why/why not.
- Imagine you are driving under the influence of marijuana and have been pulled over. How would you feel and what would you do?
- Recreational use of marijuana [is/is not] legal in [INSERT STATE].
 - Does this have any impact on your decision to drive after using marijuana?
- Are you aware of any legal implications for driving under the influence of marijuana? What are they?
 - Did you know you can get a DUI? How do you feel about that? Is that a deterrent for you?
- Have you ever tried to stop someone from driving when they've used marijuana? Why/why not? If so, what was your approach to the situation? What did you say to them to try and convince them? Did it work?
- Have there been times when you when someone told you not to drive after using marijuana? What were you thinking at that time? What was the conversation like? Did it convince you?
- Have you ever been a passenger in a vehicle when the driver was under the influence of marijuana? Did it matter to you that they were under the influence? Why/why not? How did you feel?

EXPLORATION OF BUZZED DRIVING (10 min)

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- What if I talk about “driving buzzed”? What does that mean to you? [LISTEN FOR WHETHER ‘BUZZED’ IS PERCEIVED AS REFERENCE TO ALCOHOL AND/OR MARIJUANA]

FOCUS ON THE CAMPAIGN COMMUNICATIONS/WRAP UP (15 min)

Explain that we are creating a new campaign about preventing drug-impaired driving related to marijuana, and we want the help of everyone here to uncover the best way to talk about driving under the influence of marijuana.

- Circling back to the language we discussed earlier, which words or phrases best describe being under the influence of marijuana in this context? Why?
- Let’s think about the way the campaign might develop messages focused on convincing people it’s important, and overcoming any barriers
 - First, list out for me all of the reasons why you SHOULD avoid driving while under the influence of marijuana. For you personally, which of these arguments are most persuasive to you? [CAPTURE ON FLIP CHART]
 - And now list out for me any factors that weigh into your decisions whether or not to drive under the influence of marijuana? Which of these feel like the biggest deal? What are some excuses people might make? [CAPTURE ON FLIP CHART]
- Do you have any other advice on how to talk about driving under the influence so that it feels relevant to you? What could we say, if anything, to motivate you to choose not to drive after using marijuana?
- What is the most important thing about driving under the influence of marijuana that you think other people like you should know?

Check with observers for additional questions. (5 min)