

Introduction and Procedure (15 minutes including discussion of ground rules)

Thanks for coming

I am a volunteer member of a community group dedicated to reducing underage drinking.

Your assistance is important: the ideas you share with us during this discussion will be used to develop a plan for reducing underage drinking among middle and high school students in Sarasota County.

Confidentiality/ Being taped (very sensitive mics, don't tap the table, etc)

Refreshments

Procedure

Will take about 1 ½ to two hours. We will end at exactly _____ time, but if you would like to stay longer to share other ideas or ask questions, I can be here longer.

Everything you say will be treated completely confidential

To show my appreciation for your assistance with this important project, I would like to give you \$20 at the end of the interview.

Focus group is like survey but more informal, like a conversation. We are interested in all your ideas, comments and suggestions. To make the discussion as enjoyable and productive as possible, we would like to recommend a few ground rules. Before we start, I would like to go over these to see if you would like to change or add to them. Review rules quickly and then ask if they would like to add any rules. [Be sure to limit discussion and move on to questions quickly.]

There are no right or wrong answers. Both positive and negative comments will be welcomed.

Please feel free to disagree with each other.

Be respectful of all the opinions shared.

We do not need to reach a consensus in this discussion.

Everyone's view is given equal weight.

It is especially important that you speak for yourself - share your own views and experiences.

This will be a group discussion so don't wait to be called on.

Please speak one at a time so I can get your opinions on the tape.

The microphone is very sensitive so I may occasionally remind you not to bang on table.

Please turn off pagers and cell phones.

We want you to feel comfortable so feel free to stand up, help yourself to refreshments, or go to the restroom. They are [insert directions]

We have a lot to cover so I might change the subject or move ahead, but let me know if you want to add something. Don't let me cut you off.

Opening Question

Let's go around and introduce ourselves: Would you please us your first name and the grades your children will be in next fall.

Introductory Question

If you could have anything for your children, what would it be?

What are the biggest challenges you face as a parent?

When you hear the words underage drinking, what comes to mind?

How concerned are you about underage drinking in Sarasota County?

Transitional Question

In what situations is it acceptable and unacceptable for youth to drink?

Key Question: What should we recommend to parents? (30 minutes for entire section – includes all white cards)

What can parents do to prevent their children from drinking alcohol?

List all the ideas on the board.

Probes for:

Some kids have told us they drink when they are not around parents. How do you feel about more careful **supervision of kids**?

Modeling: Some kids have told us they drink because they see their parents drink to have fun or cope with problems. How do you feel about that?

What about **talking to kids**?

Some kids have told us they drink because it is easy to get from their parents or other adults? What about **limiting access to alcohol**?

Comparison: We have listed a variety of things parents can do to prevent underage drinking.

Which of these would be the easiest to do?

What makes it easy?

What about the other strategies listed? Are they easy?

Which of these strategies would be the most difficult to do?

What makes it difficult?

What about the other strategies listed? Are they difficult?

Which of these strategies would be the most effective?

What have other parents told you should do to keep your children from drinking?

Key Question

Imagine you are members of a task force to prevent underage drinking in Sarasota, what would you do?

What rules, regulations or laws would you recommend for Sarasota County?

What other strategies would you recommend?

Who do parents trust to give them information on how to prevent underage drinking?

How would you make your recommendations know to parents? How would you get information to parents?

What other recommendations do you have motivating parents to join us in stopping underage drinking?

Closing (Select one, or if time permits use both questions) (5 - 10 minutes)

Recap: Ask co-moderator to give a brief summary of comparison results. Then ask”

How well does that description capture what we have talked about?

Would you like to add anything?