

Social Norming Campaign * Focus Group Outline

Before beginning

- Pick up tape recorder, extra tapes, consent forms, handouts, pens, batteries, nametags, trashbags, plates, napkins, from Gavin
- Make sure pizza (and beverages) are ordered and will be there at 4:45pm. Call around 4:00pm.
 - You should be able to put the tip on the receipt
 - Make sure to save receipt and give it to Gavin
- Set up signs in Mills to direct people to lounge
- Go to room and set up the chairs around the table (or set up the circle)
 - The moderator should sit at the table
 - The note-taker should be away from the table so as not to distract the conversation but able to view all participants including non-verbals
- Check to make sure tape recorder is working
 - Make sure microphone is on
- Place sign on the door to not disturb the meeting
- Prepare to greet students as they arrive

Introduction

- When all members arrive explain the goal of the discussion is to learn more about what students' thoughts on the Social Norming campaign so that we can fine tune methods we're currently using (and create new ones) to decrease high-risk alcohol use and the negative consequences that often accompany it here at UNH. The team will incorporate students' feedback into a report that will provide recommendations for improving the campaign's effectiveness. Feedback from the focus groups will be integrated with quantitative data from larger surveys of students' opinions. The sum total of all this data gathering will be disseminated to staff, faculty, students via formal reports and the Student Affairs Research and Assessment Center website (www.unh.edu/reality-check/)
 - Give them the handout discussing this goal, the ground, rules, and contact information for Gavin/Katesy
- Explain that we would love everyone to stay until we are finished, but we do realize that some people may need to leave sooner. Feel free to leave when you need.
- Explain your role
 - Explain that you will be facilitating the discussion, Katesy will be taking notes during the conversation so that we can accurately report what is said, and a tape recorder will be used for the same reason.
- Explain the consent form and have them complete it (can have them do consent form early if you want).
- Turn tape recorder on.
- Have group members introduce themselves.
- Set ground rules.
 - Responses will be confidential (stated in consent form)
 - Ask that participants not share responses outside of the discussion this afternoon
 - Be respectful
 - Let people finish their statements without cutting them off
 - Give others a chance to respond
 - Feel free not to respond if you choose not to
 - Relax
 - Enjoy the conversation
 - Tell the group that you may have to move the discussion in a different direction even though the group may have more to say on a particular topic. Ask them to not take this personally or as an indication that you don't care what they have to say. There are just a lot of topics that we would like to hear their views about.
 - Anything else?

Questions

- Have you seen the messages about alcohol use on campus?
 - What are your thoughts about these messages?
- Where have you noticed the messages the most?
 - Which messages have you seen?
 - Where have you seen them?
- What do you think of the Social Norming campaign overall?
- Why do you think UNH is running this campaign?
- In general, what do you think the goals of the campaign are?
- *Prompt the students with the list of messages (below):* When you read these messages, what are your impressions or thoughts?
 - A) Most UNH students drink 1-6 drinks a week, **or not at all**
 - B) Most UNH students party 1-2 nights a week, **or not at all**
 - C) 1200 UNH students choose to not drink alcohol
 - D) Most UNH students believe that alcohol use should not interfere with academic and everyday responsibilities
 - E) 5/6 of the UNH student population drink 1/3 of the alcohol consumed
 - F) Most UNH students have never:
 - Missed a class
 - Been in a fight
 - Gotten sick
 - Damaged property
 - Had unprotected sex
 - Done anything they later regretted.....ask a result of drinking
- Which messages (not necessarily the ones mentioned above) are the most effective?
- Do you think the campaign is working?
 - Why or why not?
- What do your friends think?
 - Are you talking about the messages with your friends?
 - What do they say?
 - What messages have you seen your friends latch onto most?
- What would your parents think about the campaign?
- If you wanted to get these messages out to students, where would you put them?
- What format do you think is most effective?
 - Of the different media that's out there, what's more effective: posters, catvision, etc.?
- If you were going to try to decrease alcohol use on campus, how would you do it?
 - What do you think would work with students? Is this it (the Social Norming campaign way) or something else?
- Is there anything that you would like more information on?

Wrap up questions

Tell the group that you will be asking a few final questions. Their answers don't have to be something new. They can repeat or elaborate on something they said earlier. They have about 1 minute each.

- What else? Is there anything else we should know about?

Closing

- Thank the participants for attending
- Ask them to see if they have any questions about the process
- If they are interested in receiving a report of the study get either an email or a mailing address for the late summer/early fall
- Thank them again

Wrap Up

- Debrief with each other going over your notes to make sure you got all of the key points and agree on them
- Set the lounge up as it was
- Take out the trash so as not to leave the pizza boxes and smell for the housekeepers
- Drop everything off to Gavin's office