

Sample Focus Group Guide for Evaluating a Social Norms Marketing Poster Campaign

This focus group guide was used to evaluate the impact of a social norms marketing poster campaign in an urban middle school. In this program, the marketing messages reached the students, teachers, and the parents. The following questions can be adapted to evaluate poster campaigns in other settings.

Students

- What was the message on the posters that were up in your school?
- What did you like about the posters?
- What could be changed to make them better? Did you believe the message on the poster? Why or why not?
- Do you think most of your friends believe the message on the poster? Why or why not? Did you talk to your friends about the posters? What did you discuss?
- What did you tell you parents about the posters, if you talked to them about it?
- Did you talk to your teachers or ask your teachers any questions about the posters? What did you talk to/ask them about?
- Did you believe something different before you saw the poster and then changed your mind after you saw it? Why?

Teachers

- What did you think of the poster campaign in your school?
- What did you like about it? What would you change to make it better?
- Did you discuss the posters with the students in your class? What did you discuss?
- Did you discuss the posters with individual students? What were those discussions about? Did you talk to any other teachers/administration about the poster and what did you discuss?
- What types of questions did parents approach you with, if any?
- What do you think was the general response of students to the poster campaign? Of parents?
- Do you think the poster campaign had an impact and why?

Parents

- Did you see the poster campaign up in your child's school and what did you think about it? Were you supportive of the message on the posters, why or why not?
- Did you discuss the posters with other parents and what did you talk about?
- Did you discuss the posters with any school personnel (teachers, administrators) and what did you discuss?
- Did you talk to your child about the posters and what did you talk about?
- What types of questions or comments did your child have about the poster campaign, if any?