

APPENDIX 4 – Community How To Guide On...EVALUATION

SAMPLE FOCUS GROUP QUESTIONS

1. Is underage drinking a serious problem in (name of the community/town/county)?

If yes, why?

If no, why?

Probes

Does anyone know or come in contact with underage youth that drink?

Has there been an alcohol-related incident (crash, death, injury) involving an underage youth?

2. Do all youth engage in underage drinking or is it just a few?

Probes

Is underage drinking more of a problem for some young people than others?

Is underage drinking just a common right of passage?

3. What do you think causes underage drinking?

Probes

Is it the fault of parents?

Is it the youth?

4. Does the community send mixed messages to youth about underage drinking?

Probes

Is there a lot of outdoor alcohol advertising?

Do adults permit underage drinking?

Sample Focus Group Questions continued

5. What are the barriers to solving the problem of underage drinking?

Probes

Who or what would stand in the way of effective solutions?

What prevents the problem from being solved now?

6. What are your suggestions for solving the problem of underage drinking?

Probes

Should there be more education in the schools?

Should there be stricter enforcement?

7. What do you think your agency/organization/institution's role is in addressing the problem of underage drinking?

Probes

What kinds of programs or activities does your agency/organization/institution do for youth?

Does your agency/organization/institution pay enough attention to the problem of underage drinking?