

OMB BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0524. The time to complete this information collection is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

USDA/FNS
Focus Group Screening Questionnaire – Children of Low-Income Mothers
May 2008
Los Angeles, CA; Chicago, IL; Birmingham, AL

RESEARCH CONTACT: Taryn Antigone at 202-973-3623 or Taryn.Antigone@porternovelli.com

DATES: TBD

SPECS:

- Two, 45-60-minute focus groups with low-income children, ages 8-10.
- Recruit 10 for 6 to show at each group.
- Each child must be in a low income household (see Q8 and Q9).
- Each child must be able to speak English.
- All respondents must be outgoing, responsive, articulate, willing and able to read and react to written materials, and must be willing to speak openly in a group.

PLEASE SCHEDULE/RECRUIT RESPONDENTS AS FOLLOWS:

<u>GROUP</u>	<u>DATE*</u>	<u>TIME</u>	<u>LOCATION</u>
[] Group 1: low-income children, ages 8-10			Los Angeles
[] Group 2: low-income children, ages 8-10			Los Angeles
[] Group 3: low-income children, ages 8-10			Chicago
[] Group 4: low-income children, ages 8-10			Chicago
[] Group 5: low-income children, ages 8-10			Birmingham
[] Group 6: low-income children, ages 8-10			Birmingham

ASK TO SPEAK TO THE HEAD OF THE HOUSEHOLD.

INTRODUCTION: Hello, my name is _____ from _____. We are conducting a study about nutrition on behalf of the federal government that will help America’s youth, and I’d like to ask you a few questions. I’m not trying to sell you anything. We would like to invite a number of children in your area ages 8-10 to participate in a focus group to help us understand more about what they think about nutrition and health.

May I speak to the male or female head of household? This should only take a few minutes. ONCE ADULT ON PHONE, REPEAT INTRODUCTION AND READ OMB STATEMENT (see top of screener).

- 1. Do you, or does anyone in your household, work for a radio station, television station, newspaper, market research company, advertising or public relations company?

Yes..... [] **Terminate**
No..... [] **Continue**

- 2. Do you or does anyone in your household work in any of the following industries?
[Record each “yes” response.]

Healthcare..... []
Nutrition..... [] **Terminate if “YES” to any**
Fitness..... []

- 3. Do you have any children between the ages of 8-10 living at home with you?
[Record each “yes” response.]

Yes..... [] **Continue**
No..... [] **Terminate**

4. What is/are the name(s), age(s), grade(s) and gender(s) of the child/ren currently living at home with you? (RECORD INFORMATION IN COLUMNS OF TABLE BELOW)

TERMINATE IF NO CHILD BETWEEN THE AGES OF 8-10 YEARS OLD LIVING IN HOUSEHOLD.

<u>Child's name</u>	<u>Gender</u>	<u>Age</u>	<u>Grade</u>	<u>Name of School</u>

**RECRUIT 8-10 YEAR OLDS
DO NOT RECRUIT MORE THAN ONE CHILD PER FAMILY
RECRUIT NO MORE THAN TWO CHILDREN FROM THE SAME SCHOOL
RECRUIT ROUGHLY ½ BOYS AND ½ GIRLS FOR EACH GROUP**

5. Has/have your child(ren) ever participated in a focus group or been paid to be part of a discussion group?

Yes [] **Continue**

No [] **Skip to Q7**

6. How recently did he/she/they participate in a focus group?

Less than 6 months ago [] **Terminate**

6 months ago or longer [] **Continue**

7. Do you think your child would like to participate in a focus group discussion?

Yes [] **Continue**

No [] **Terminate**

8. Including yourself, how many people currently live in your household?

_____ [Record answer]

9. What is your total annual household income? [Do not read list]

Less than \$19,000.....	1	Record number below
\$19,000 - \$25,000.....	2	Record number below
\$25,001 - \$32,000.....	3	Record number below
\$32,001 - \$38,000.....	4	Record number below
\$38,001 - \$45,000.....	5	Record number below
\$45,001 - \$51,000.....	6	Record number below
\$51,001 - \$58,000.....	7	Record number below
\$58,001 - \$64,000.....	8	Record number below
More than \$64,000.....	[]	Terminate
Don't know/Refused	[]	Terminate

Answer to question 8: _____ Answer to question 9: _____

Accept respondent if he/she falls into one of the following categories:

- ___ Has 1 person in household (Q8), and answer to Q9 is 1.
- ___ Has 2 people in household (Q8), and answer to Q9 is 1 or 2.
- ___ Has 3 people in household (Q8), and answer to Q9 is 1, 2, or 3
- ___ Has 4 people in household (Q8), and answer to Q9 is 1, 2, 3, or 4
- ___ Has 5 people in household (Q8), and answer to Q9 is 1, 2, 3, 4, or 5.
- ___ Has 6 people in household (Q8), and answer to Q9 is 1, 2, 3, 4, 5, or 6.
- ___ Has 7 people in household (Q8), and answer to Q9 is 1, 2, 3, 4, 5, 6, or 7.
- ___ Has 8+ people in household (Q8), and answer to Q9 is 1, 2, 3, 4, 5, 6, 7, or 8.

[INTERVIEWER, RECORD WHICH CATEGORY RESPONDENT FALLS INTO]

10. We would also like to have participants from various racial and ethnic backgrounds to be represented. Is your 8-10 year-old child of Hispanic or Latino origin?

- No..... [] **Continue**
- Yes [] **Continue**

11. Which of the following best describes your 8-10 year-old child's/children's race?
(READ LIST. ACCEPT MULTIPLE ANSWERS)

American Indian or Alaska Native..... []

Asian []

Black or African American []

Native Hawaiian or Other Pacific Islander.. []

White..... [] **Recruit no more than 4***

* Using questions 10 and 11 recruit no more than 4 white, non-Hispanic respondents for each group. The remaining 6 recruits can be any mix of other races, but should not all be of one racial or ethnic group. To the extent possible, they should be a mix of African Americans and Hispanics.

12. Are you or your child participating in any one of the following nutrition programs?
[select all that apply]

Food Stamp Program..... []

Free- or Reduced-price School Lunch []

Women, Infants, and Children Program (WIC)... []

Record

AFTER THE PARENT HAS QUALIFIED THE CHILD ACCORDING TO ALL OF THE PRECEDING QUESTIONS, ASK TO SPEAK TO THE BOY OR GIRL WHO FITS THE SPECS. INFORM THE PARENT THAT HE/SHE MAY STAY ON THE LINE.

AFTER CHILD HAS COME TO THE PHONE, THE RECRUITER MUST PERSONALLY ASK THE CHILD THESE QUESTIONS.

Hello, my name is _____ and I'm glad to talk to you. I'd like to ask you a few questions. There are no right or wrong answers, just tell me what you think.

13. What is your name? **RECORD** _____

14. How old are you?

Age [] 8 [] 9 [] 10

CHILD MUST BE BETWEEN THE AGES OF 8-10. IF NOT, TERMINATE.

The following question will be asked to ascertain if the respondent is articulate, outgoing and comfortable conversing. Outgoing and articulate respondents are critical to the success of the groups.

15. What is your favorite character (TV, book, movie, etc.)? Why is (INSERT CHARACTER) your favorite?

RECORD CHARACTER NAME:

REASONS:

EACH CHILD MUST BE ABLE TO GIVE ANSWERS IN COMPLETE SENTENCES AND FULLY DESCRIBE WHY THE CHARACTER IS HIS/HER FAVORITE; OTHERWISE, TERMINATE.

16. Now, I'm going to read you some sentences. Please tell me if you think it is True, Not True, or You Don't Know... **READ ALL ANSWERS FOR EACH**

	<u>True</u>	<u>Not true</u>	<u>Don't know</u>
I like to tell other people what I think, even it is different from what other people think		TERMINATE	TERMINATE
I like meeting and talking to new people		TERMINATE	TERMINATE
I like being in groups of people		TERMINATE	TERMINATE

RESPONDENT MUST ANSWER "TRUE" FOR ALL THREE STATEMENTS.

17. I would like to invite you to come to a group and talk with other children your same age. I think you'll have fun and you will be helping us with this project. Would you like to participate?

Yes [] **Continue**
No [] **Terminate**

If the child qualifies on all of the screening questions, tell him/her that he/she has been invited to attend a focus group discussion with other kids his/her age.

AGAIN...DO NOT RECRUIT A CHILD WHO DOES NOT WANT TO PARTICIPATE EVEN IF PARENT SAYS, "YES, HE/SHE WOULD LIKE TO."

Ask the child to give the phone back to the parent and tell the parent that her child has qualified to attend a focus group session with other children his/her age.

To help cover costs such as transportation to the focus group site and child care, you will be given [INSERT INCENTIVE].

Thanks for allowing your child to accept our invitation. The session should take about 1 hour. For contact purposes, may I get your name, address, and daytime and evening phone numbers? (RECORD INFORMATION BELOW)

Name: _____

Street Address: _____

City: _____ **Zip Code:** _____

Home Phone: _____ **Work Phone:** _____

Group: _____

INSTRUCTIONS: Please reference recruitment schedule on page 1 for age requirements for each scheduled focus group date and time. Please ask participants to arrive at the facility 15 minutes before the group is scheduled to begin and give/send clear directions. Participants who need glasses or contacts for reading should bring them to the discussion.

If you have any questions or find out that you cannot attend the focus group, please call _____ at _____ so that we can find someone to take your place.

Please note that the parents of all participants will be asked to sign a confidentiality agreement and parental consent form prior to participating in the group. Thank you for agreeing to be part of our study. We look forward to meeting you. Goodbye.