

Appendix I: Participant Screener

Screener 1: This screener is used in response to potential participants who contact the recruitment firm in response to advertisements.

Interviewer: Now I will ask you a few questions to determine if you are eligible to participate in this study.

Q1. Are you currently pregnant?

- No → *eliminate [thank respondent]*
- Yes → *continue*

In order to participate, you will need to bring or fax a note from your doctor specifying your due date. Will you be able to do this?

If not: Thank you for your interest, but we will need the doctor's note for the study.

If yes: [Continue with next question]

Q2. I am going to read some age categories --- could you please tell me in which category your age falls?

- Under 18 years old → *eliminate [thank respondent]*
- 18-34 → *continue*
- 35 and older → *continue*

Q3. In the past year, have you eaten any of the following foods:

- hot dogs
- luncheon meat or cold cuts
- soft cheeses like Feta, Brie, and Camembert, "blue-veined cheeses," or "queso blanco," "queso fresco," or Panela
- refrigerated pates or meat spreads
- refrigerated smoked seafood or refrigerated fish labeled as "nova-style," "lox," "kippered," "smoked," or "jerky"
- raw or unpasteurized milk or any food that contains raw or unpasteurized milk?

- Yes to any of these foods → *continue*
- No → *eliminate [thank respondent]*

Q4. Do you or someone from your immediate family work for any of the following:

- Market research or advertising firm → *eliminate [thank respondent]*
- The Food and Drug Administration → *eliminate [thank respondent]*
- US Department of Agriculture → *eliminate [thank respondent]*
- National Institutes of Health → *eliminate [thank respondent]*
- State or Local Health Agency → *eliminate [thank respondent]*
- Food Manufacturer or Food Retailer → *eliminate [thank respondent]*
- Obstetrician or Gynecologist → *eliminate [thank respondent]*

[If none, continue.]

Q5. Have you participated in a focus group within the past year?

[Interviewer: participation in telephone surveys is allowable.]

Demographic Questions

Q7. What is the highest grade or year of education that you have completed or the highest degree you have received?

- 0-11 years/grades → *lower education group*
- 12 years, high school graduate, GED → *lower education group*
- 1-3 years of college, community college, Associate degree → *higher education group*

- 4 years of college, college graduate, Bachelor's degree → *higher education group*
- More than 4 years of college, post-graduate, Masters degree, doctorate/Ph.D., law degree, MD → *higher education group*

Q8. Are you of Hispanic or Latino origin?

- Yes → *continue*
- No → *continue*

Q9. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you?

- White → *continue*
- Black or African American → *continue*
- Asian → *continue*
- Native Hawaiian or other Pacific Islander → *continue*
- American Indian or Alaska Native → *continue*
- Other → *continue*

Appointment

We would like to invite you to participate in a focus group to discuss issues relating to food safety during pregnancy with several other participants. The discussion will last approximately an hour and a half. Your participation and everything you say during the discussion will remain anonymous and confidential. You will receive \$90 for your time. Would you like to participate?

- Yes → *continue*
- No → *terminate [Thank respondent]*

In order to participate you will need to bring a picture ID that verifies that you are over the age of 18 and a note from your healthcare provider verifying that you are pregnant and specifying your due date. We will send you a note to bring to your doctor. Will you be able to do this?

- Yes → *continue*
- No → *terminate [Thank respondent]*

I'm glad that you will be able to join us! The focus group will take place on (Day), (Date), at [5:30 or 7:30 p.m.] at [site location].

Will you be available to participate at this time?

- Yes → *continue*
- No → *terminate [Thank respondent]*

Great! I would like to send you a confirmation letter, the form for your doctor, and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, email address) and a phone number where you can be reached:

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen.

We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group. **PLEASE remember to bring a picture ID that verifies that you are over the age of 18 and the doctor's note specifying your due date. Thank you.**

Screener 2: This screener will be used by the market research company when calling potential participants from their participant pool.

Hello. My name is _____ and I'm calling about a market research study in your area. We are looking for women to participate in an upcoming focus group in which participants will be asked to share their thoughts and feelings about food safety for pregnant women.

Screening questions

Q1. May I speak to an adult woman in the household?

Man

→ *eliminate, but ask if there is a woman in the household that you*

can speak with

Woman

→ *continue*

Q2. Are you currently pregnant?

No

→ *eliminate [thank respondent]*

Yes

→ *continue*

Q3. I am going to read some age categories --- could you please tell me in which category your age falls?

Under 18 years old

→ *eliminate [thank respondent]*

18-34

→ *continue*

35 and older

→ *continue*

Q4. In the past year, have you eaten any of the following foods:

- hot dogs
- luncheon meat or cold cuts
- soft cheeses like Feta, Brie, and Camembert, "blue-veined cheeses," or "queso blanco," "queso fresco," or Panela
- refrigerated pates or meat spreads
- refrigerated smoked seafood or refrigerated fish labeled as "nova-style," "lox," "kippered," "smoked," or "jerky"
- raw or unpasteurized milk or any food that contains raw or unpasteurized milk?

Yes to any of these foods

→ *continue*

No

→ *eliminate [thank respondent]*

Q5. Do you or someone from your immediate family work for any of the following:

Market research or advertising firm

→ *eliminate [thank respondent]*

The Food and Drug Administration

→ *eliminate [thank respondent]*

US Department of Agriculture

→ *eliminate [thank respondent]*

National Institutes of Health

→ *eliminate [thank respondent]*

State or Local Health Agency

→ *eliminate [thank respondent]*

Food Manufacturer or Food Retailer

→ *eliminate [thank respondent]*

Obstetrician or Gynecologist

→ *eliminate [thank respondent]*

[*If none, continue.*]

Q6. Have you participated in a focus group within the past year?

[*Interviewer: participation in telephone surveys is allowable.*]

Yes

→ *eliminate [thank respondent]*

No

→ *continue*

Demographic Questions

Q7. What is the highest grade or year of education that you have completed or the highest degree you have received?

- 0-11 years/grades → *lower education group*
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Q8. Are you of Hispanic or Latino origin?

- Yes → *continue*
- No → *continue*

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- Asian → *continue*
- Native Hawaiian or other Pacific Islander → *continue*
- American Indian or Alaska Native → *continue*
- Other → *continue*

Appointment

We would like to invite you to participate in a focus group to discuss issues relating to food safety during pregnancy with several other participants. The discussion will last approximately an hour and a half. Your participation and everything you say during the discussion will remain anonymous and confidential. You will receive \$75 for your time. Would you like to participate?

- Yes → *continue*
- No → *terminate [Thank respondent]*

In order to participate you will need to bring a picture ID that verifies that you are over the age of 18 and a note from your healthcare provider verifying that you are pregnant and specifying your due date. We will send you a note to bring to your doctor. Will you be able to do this?

- Yes → *continue*
- No → *terminate [Thank respondent]*

I'm glad that you will be able to join us! The focus group will take place on (Day), (Date), at [5:30 or 7:30 p.m.] at [site location].

Will you be available to participate at this time?

- Yes → *continue*
- No → *terminate [Thank respondent]*

Great! I would like to send you a confirmation letter, the form for your doctor, and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, email address) and a phone number where you can be reached:

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We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group. **PLEASE remember to bring a picture ID that verifies that you are over the age of 18 *and the doctor's note specifying your due date. Thank you.**