

# **Appendix D2**

## **Recruitment Screener for Child-Only Focus Groups**

Instructions for the use of forms D2:

This form will be used in Phase 1 to recruit tweens (children between the ages of 9 and 12) and Phase 2 for early elementary aged children (between ages 5 and 8) to participate in focus groups. The children will be in a focus group with others their age (no adults).

This form serves three purposes:

- 1) Assess interest and eligibility of family to participate (i.e. have particular age groups in household).
- 2) Receive permission from the parent to talk to their tween.
- 3) Assess the tweens' interest and eligibility to participate in the tween-only focus groups.

Form Approved  
OMB Number: 0920-XXXX  
Exp. Date: XX-XX-XXXX

## Screener D2 for Child-Only Focus Groups

Project: “Formative Research of Adults’ and Childrens’ Views Related to Promotion of Healthy Food Choices”

PHASES 1& 2: Focus groups with children only, ages 9-12 for Phase 1 and ages 5-8 for Phase 2).

Note: The following recruitment screener is for focus groups which involve children only. These also require parental permission and child assent, but parents are not participating in the discussion groups.

AED – Obesity Focus Groups – Pr # 666-65  
CITIES/DATES/TIMES – TBD

### CHILD ONLY SCREENER

ASK TO SPEAK TO PARENT OF CHILD WHO IS OF APPROPRIATE AGE

*[CONFIRM THAT YOU ARE SPEAKING TO A PARENT IN THE HOUSEHOLD. EXPLAIN THAT WE ARE A RESEARCH RECRUITING COMPANY LOOKING FOR PRESCHOOL AND SCHOOL-AGED CHILDREN WHO WOULD BE INTERESTED IN PARTICIPATING IN A FUTURE RESEARCH PROJECT.*

*EXPLAIN THAT THE PROJECT INVOLVES FOCUS GROUPS THAT WILL BE HELD IN A FEW WEEKS. THE DISCUSSION TOPIC WILL BE ABOUT FOOD.*

*EXPLAIN THAT WE WOULD LIKE TO ASK THE PARENT A FEW QUESTIONS TO DETERMINE IF THE CHILD IS ELIGIBLE FOR THE FOCUS GROUP STUDY.*

*EXPLAIN THAT YOU WILL ASK FOR PARENTAL PERMISSION FOR THE CHILD TO PARTICIPATE IF IT WORKS OUT THAT THE CHILD AND THE RESEARCH TOPIC ARE A GOOD FIT.*

*[EXPLAIN THAT WE WOULD LIKE TO SPEAK TO THEM (THE PARENT) FIRST AND THEN TO THEIR CHILD IF PARENTS PROVIDE PERMISSION TO THE CALLER.*

Public reporting burden of this collection of information is estimated to average 3-7 minutes per respondent , including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, ad completing and reviewing the collection of information. As agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-XXXX)

RECRUIT 8 PER GROUP (FOR 6 TO 8 TO SHOW)

*NOTE: WE WILL BE CONDUCTING 2 GROUPS SIMULTANEOUSLY FOR EACH TIME SLOT. ONE WILL BE WITH GIRLS ONLY AND ONE WITH BOYS ONLY WHO ARE THE APPROPRIATE AGE LEVEL.*

Hello, I'm \_\_\_\_\_ with Alan Newman Research, an independent consumer research firm. We are not selling or promoting any product or service. We will be conducting a research study among preschool and school-age children about food on behalf of the Centers for Disease Control and Prevention. (CDC). This study will involve focus groups to be held in a few weeks. Also, with your permission, we would like to ask your child a few questions. These questions will help us know if your child is eligible. But first, I would like to ask you a few questions. Then I would like to speak with your child. My questions will only take 10 minutes.

1. First, do you, or does any member of your household, work:
- For a market research company \_\_\_\_\_  
For an advertising agency or public relations firm \_\_\_\_\_  
In the media (TV/radio/newspapers/magazines) \_\_\_\_\_  
As a healthcare professional (a doctor, nurse, nutritionist, pharmacist, etc.) \_\_\_\_\_

[IF YES TO ANY >> TERMINATE]

NOTE: Use the following language to “terminate” throughout the screening process:

*“We want to thank you for taking the time to answer our questions.” Unfortunately, the category that you (and your child) fall into is currently not open. If it should open back up, may we call you back?”*

2. Do you have any children in your household who are ages \_\_ or \_\_ ? [Choose age group needed based on ages whether you are recruiting for Phase 1 or Phase 2.

ASK Q. 2A & B >> Yes \_\_\_\_\_  
GO TO Q.3 >> No \_\_\_\_\_

- 2A. Please tell me the first name of your child/children who is \_\_ and/or \_\_ [RECORD BELOW]
- 2B. I'd like to ask you two questions about \_\_\_\_\_. Is \_\_\_\_\_ a boy or girl?
- 2C. So that we can be sure that diverse backgrounds are represented in our study please tell me your child's ethnicity. Would you describe him/her as:
- Hispanic or Latino \_\_\_\_\_  
Hispanic or Latino \_\_\_\_\_  
Prefer not to answer \_\_\_\_\_

AND

- Do you consider him/her to be (select one ore more):
- American Indian or Alaska Native \_\_\_\_\_  
Asian \_\_\_\_\_

Native Hawaiian or Other Pacific Islander \_\_\_\_\_  
 Black or African American \_\_\_\_\_  
 White \_\_\_\_\_  
 Prefer not to answer \_\_\_\_\_  
 [RECORD BELOW]

Name	Gender	Age	Ethnicity	Race
Child 1				
Child 2				

**QUOTAS:** MUST BE 9 OR 10 YEARS OLD TO QUALIFY  
 ➤ [We have a sizeable number of children in that age group already. Please hold briefly while I check to see how many we have in that group.]

[NOTE: IF RECRUITING AS ages \_\_ or \_\_, SKIP TO Q.4]

3. Do you have any children in your household who are \_\_ or \_\_ years old?  
 ASK Q. 3A & B >> Yes \_\_\_\_\_  
 IF NO CHILDREN AGES \_\_ or \_\_ IN Q. 2, TERMINATE >> No \_\_\_\_\_

3A. Please tell me the first name of your child/children who is \_\_ or \_\_ years old. [RECORD BELOW]

3B. I'd like to ask you two other questions about \_\_\_\_\_. Is \_\_\_\_\_ a boy or girl?

3C. So that we can be sure that all backgrounds are represented in our study please tell me your child's ethnicity. Would you describe him/her  
 Hispanic or Latino \_\_\_\_\_  
 Not Hispanic, or Latino \_\_\_\_\_  
 Prefer not to answer \_\_\_\_\_

AND

Do you consider him/her to be (select one or more):  
 American Indian or Alaska Native \_\_\_\_\_  
 Asian \_\_\_\_\_  
 Native Hawaiian or Other Pacific Islander \_\_\_\_\_  
 Black or African American \_\_\_\_\_  
 White \_\_\_\_\_  
 (Specify) \_\_\_\_\_ Other \_\_\_\_\_  
 Prefer not to answer \_\_\_\_\_  
 [RECORD BELOW]

Name	Gender	Age	Ethnicity	Race
Child 1				
Child 2				

QUOTAS: MUST BE \_\_ OR \_\_ YEARS OLD TO QUALIFY

GROUPS ARE GENDER AND RACE SPECIFIC:  
RECRUIT BOYS ONLY FOR GROUPS \_\_\_\_  
RECRUIT GIRLS ONLY FOR GROUPS \_\_\_\_  
RECRUIT WHITE, NONHISPANIC ONLY FOR GROUPS \_\_\_\_  
RECRUIT AFRICAN-AMERICAN, NONHISPANIC ONLY  
FOR GROUPS \_\_\_\_  
RECRUIT HISPANIC, BLACK OR WHITE, ONLY FOR GROUPS \_\_\_\_

Note: Parent must identify child in one of these groupings to qualify: White, not Hispanic; African American, not Hispanic; Black or White Hispanic. If the child does not, then thank and terminate.

3. What school does your child attend? \_\_\_\_\_ >> NEED GOOD MIX OF SCHOOLS IN EACH SESSION TO MINIMIZE PREVIOUS RELATIONSHIPS AMONG PARTICIPANTS

4. We want to be sensitive to children with special needs. Do you feel that your child has a special need that would make him or her uncomfortable participating in a small group discussion for 2 hours with kids his or her age?

TERMINATE >> Yes \_\_\_\_\_

CONTINUE >> No \_\_\_\_\_

Note: If yes, reply: We appreciate your time and interest, but given the setting and how this particular research is being conducted, it would probably be better if we do not ask you or your child to take time to do this. Thanks.

5. Has your child ever participated in a focus group? By that, we mean a guided conversation with several other young people their age. They are asked opinions regarding a particular topic or product and they are reimbursed for their time and effort.

➤ YES. IF YES, CONTINUE WITH QUESTIONS A-C BELOW. ATTEMPT TO BALANCE GROUP WITH NO MORE THAN ½ INEXPERIENCED, AND ½ EXPERIENCED WITH FOCUS GROUPS.

➤ NO. IF NO, MOVE ON TO Q. 7.

A. How many of these groups has he or she attended?  
\_\_\_\_\_ [MAX. 2 EVER]

B. What was/were the topics discussed?  
\_\_\_\_\_

[IF NUTRITION-RELATED, GET SPECIFICS & HOLD FOR APPROVAL]

C. How long ago was the last one of these groups he or she attended?

\_\_\_\_\_ [MUST BE AT LEAST 6 MONTHS AGO]

CHECK QUOTAS CAREFULLY AND INVITE TO APPROPRIATE GROUP

7. Which of the following categories best describes your total, annual, household income before taxes? [NEED GOOD MIX OF LOWER TO MIDDLE CLASS INCOMES]

[ACTUAL INCOME AMOUNTS WILL VARY BY CITY]

- Under \$25,000 \_\_\_\_\_
- \$25,000 - \$34,999 \_\_\_\_\_
- \$35,000 - \$39,999 \_\_\_\_\_
- \$40,000 - \$49,999 \_\_\_\_\_
- \$50,000 - \$74,999 \_\_\_\_\_
- \$75,000 - \$99,999 \_\_\_\_\_
- \$100,000 or greater \_\_\_\_\_

8. What is the highest level of education you personally have completed? [NEED GOOD MIX]

- Less than high school graduate/some high school \_\_\_\_\_
- High school graduate \_\_\_\_\_
- Some college \_\_\_\_\_
- College graduate \_\_\_\_\_
- Post graduate studies or degree \_\_\_\_\_

9. [ASKING PERMISSION OF PARENT]: We have finished all our questions for you. As I mentioned earlier, we are conducting a study in a few weeks among preschool and school-age children regarding topics related to diet and nutrition. We would like to talk to your child to determine if he or she is eligible and interested, but first we would like your permission to talk to him/her. If he or she participates in the study, you can be assured that your child's opinions will be treated in a confidential manner. Also, he/she will receive \$25, and you as his/her parent will receive \$25 if you choose to participate. If he/she participates, your child will take part in a discussion with other children about his/her age. The discussion will last about 2 hours and will be both fun and informative. May we have your permission, if your child is interested and eligible, to invite him or her to participate?[IF THEY SAY YES, THEN....].Now, may I speak to your child for a minute to ask him/her a couple of questions? [IF THEY SAY NO, THANK THEM FOR THEIR TIME AND TERMINATE].

[ASK CHILD Q.10- 12]

10. How old are you? \_\_\_\_\_ >> MUST BE \_\_\_\_\_ (depends on age group being recruited for)

11. What school do you go to? \_\_\_\_\_ >> NEED MIX

[NOTE: CHILD'S ANSWERS SHOULD AGREE WITH PARENT'S IN Q.2, 2A & 2B, OR 3, 3A & 3B & Q.4] [IF NOT, WHEN YOU SPEAK TO THE PARENT AGAIN, CLARIFY THE NAME OF THE SCHOOL. IF YOU HAVE TOO MANY FROM ONE SCHOOL, THEN THANK AND TERMINATE. (See box below)]

12. This question is one you can have some fun with. There are no right or wrong answers. Please use your imagination and tell me... If you could be any character from TV, the movies, or from a book, who would it be and why do you feel that way?

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[CHILD MUST BE FORTHCOMING, CONVERSATIONAL, AND RELATIVELY ARTICULATE TO BE INVITED]. REGARDLESS OF ANSWER, CONTINUE WITH QUESTIONS 12A-C.

**If child does not qualify, read ...** “ Thank you for answering our questions. Can I speak to your (mother/father) again for a moment please?”

**When parent comes to phone, read, .....** “Thank you so much for taking the time today to answer our questions and for letting us speak with your child today. Unfortunately, the category that your child falls into is currently full. Should it open back up, would you like us to call back? **(Yes) (No) circle one**

[If child is eligible, explain the following to the child, and then ask to speak to the parent if the child expresses an interest in participating :]

*[Child’s Invitation]*

Thank you for answering our questions. We are conducting a project with young people and their parents about the foods they eat and would like to include your opinions. We would like to invite you to come to a guided conversation with other youth your age on [date] and [time]. The group will last about two hours and will be a lot of fun. You will receive \$25. No one will try to sell you anything. We only want to hear your opinions. We can only invite about 8 kids to come. Would you like to join us?

(Yes) (No) circle one

IF “YES”, ASK TO SPEAK TO PARENT AND PROCEED TO INVITATION  
IF “NO”, ASK TO SPEAK TO PARENT AND READ TEXT IN BOX BELOW

“Thank you for taking the time to speak with us today and for answering our questions. Unfortunately, your [son/daughter] has indicated that he/she is not interested in attending. We do not want to make your child feel uncomfortable, so we will not be able to include your child in our research. Thanks you so much for your initial interest. If you like, we will call you (or your child) again for a future study.”

ASKING PERMISSION FROM PARENT: *[Invitation to parent for child’s attendance]*

We just spoke with your son/daughter and would like to invite him/her to attend a group discussion on [date] at [time]. With your permission, your child will take part in a discussion with other children his/her age. The discussions will last about 2 hours and should be a lot of fun. Just to remind you, your child will receive \$25, and you as parent will receive \$25 if you choose to participate. No one will call on either you or your child as a result of his/her participation. We are not selling or promoting anything and your child’s responses will remain anonymous and be treated in a confidential manner. Can we schedule his/her participation? (Yes) (No) circle one

[If yes read,.....]

We will ask you and your child to complete and sign 2 forms when you arrive. They are:

1. A parent permission form to be signed by the parent on behalf of the child
2. A youth assent form to be signed by the child acknowledging his or her willingness to participate. You may read this form to your child if you prefer.

[Record Group] Child: Group \_\_\_\_\_

CHILD'S NAME: \_\_\_\_\_

PARENT'S NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

PHONE: (DAY) \_\_\_\_\_

(EVE) \_\_\_\_\_

(FAX) \_\_\_\_\_

(EMAIL) \_\_\_\_\_

-----END of Child-only screener-----