

**Childhood Obesity Prevention Communications Campaign Research
Qualitative Interviews
Child Respondent Screener and Discussion Guide**

Respondent Criteria:

Kids	<ul style="list-style-type: none">- Ages 8-12- Does not identify as "very healthy"- Articulate- Out going- Has not attended focus group in past 6 months	
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NOTE: Parents are screened first before child.

RESPONDENT SCREENER BEGIN

(ASK TO SPEAK WITH FEMALE HEAD OF HOUSEHOLD)

Hello, my name is _____ from INSERT VENDOR NAME, a marketing research firm. We are conducting a study concerning health among parents, kids and families, and would like to ask you a few questions. I want to assure you that this is not a sales call and nobody will try to sell you anything as a result of your cooperation. Can I have a few minutes of your time? Thank you.

1 RECORD GENDER

- () Female
- () Male

2. Do you, anyone in your household or a close relative work for the following:

- () Marketing or marketing research firm
- () Advertising or public relations agency
- () Any diet or nutrition-related company, program or service
- () A medical practice, hospital, clinic or other health-related industry

IF YES TO ANY, TERMINATE

3. Do you have children?

- () Yes
- () No **TERMINATE**

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4. How old is your child/are your children?
 (DO NOT READ LIST. RECORD EXACT RESPONSE.)

- 8-12 CONITNUE
- ELSE **TERMINATE**

5. Please tell me the first name, gender and exact age in years and months and grade in school for each of your children or the children you care for? (CHECK RESPONSES IN GRID BELOW FOR EACH CHILD)

Name	Age	Gender	
		M	F
		M	F
		M	F
		M	F
		M	F
		m	F

RECRUIT MIX OF AGES

6a. We want to make sure that we include a good mix of people in this study, which of the following best describes your ethnicity?

- African-American
- Hispanic
- White/Caucasian
- Asian
- Native American
- Other (fill in) _____

SEE RESPONDENT CRITERIA FOR RACE/ETHNIC QUOTAS

6b IF HISPANIC ASK: Which of the following best describes your family's situation when it comes to language?

- Spanish is the only language spoken by members of this household (**TERMINATE**)
- Spanish is the language spoken most often by members of this household but English is spoken as well (**TERMINATE**)
- Spanish and English are spoken about equally by members of this household
- English is the language spoken most often by members of this household but Spanish is spoken as well
- English is the only language spoken by members of this household

ENGLISH MUST BE PREVALENT IN HOUSEHOLD FOR HISPANIC RESPONDENTS

7. Which range best describes your annual household income?
 Up to \$35000

- () \$35,001-50,000
- () \$50,001-75,000
- () \$75,000 or more

Recruit mix of HH income levels
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8. Which of the following would you say best describes your children’s current eating habits:

- () He/she eats healthy foods, such as eat fruits and vegetables,
as much as he/she possibly can **TERMINATE**
- () I try to provide healthy foods, but he/she doesn’t eat it all the time **CONTINUE**
- () I try to provide a variety of food but he/she resists eating healthier foods **CONTINUE**
- () He/she eats what he/she wants but I wish he/she would eat more
healthy foods **CONTINUE**
- () He/she eats whatever he/she wants and we rarely think about whether
it is healthy or not **CONTINUE**

9. Which of the following would you say best describes (CHILD’S NAME)’s current activity habits
not including Physical Education at school:

- () He/she is outside playing or participating in other physical activities
60 minutes or more every day **TERMINATE**
- () He/she is outside playing or participating in other physical activities
about 1-2 times a week for 60 minutes or more at a time **CONTINUE but limit to
no more than 2 per
market**
- () He/she plays outside or participates in other physical activities
ONCE IN A WHILE but not for very long **CONTINUE**
- () He/she RARELY plays outside or participates in physical activity **CONTINUE**
- () He/she does NOT play outside or participate in physical activity **CONTINUE**

I have a couple of questions about your child’s weight since this is a health-related study. I understand that talking about weight is very personal and some people do not like to disclose such information. Please know that your responses are completely confidential and we would appreciate your honesty in order to ensure a successful study.

10. In thinking about (INSERT NAME) current weight, would you say that he/she is: (RECRUIT A MIX)

- () at a very healthy weight and does not need to lose any weight**TERMINATE**
- () at a healthy weight but has to watch what he/she eats**CONTINUE**
- () close to a healthy weight, but should probably lose some weight**CONTINUE**
- () at an unhealthy weight and needs to lose a lot of weight**CONTINUE**

11. I’m going to read to you a list of statements and I would like you to tell me which ones best describes (CHILD’S NAME)? (READ LIST. CIRCLE ALL THAT APPLY)

Talkative.....	1
Tends to be quiet.....	2--TERMINATE
Friendly.....	3
Imaginative.....	4
Has a pretty good attention span.....	5
Shy with strangers.....	6--TERMINATE

**3 OUT OF THE 4 BOXED STATEMENTS MUST BE CIRCLED
IF EITHER CODE 2 AND/OR CODE 6 MENTIONED TERMINATE**

EXPLAIN TO PARENT/GUARDIAN THAT YOU NEED TO SPEAK DIRECTLY WITH THE CHILD YOU'VE BEEN DISCUSSING . THE PARENT MAY STAY ON THE LINE, HOWEVER, THE CHILD MUST ANSWER FOR HIM/HERSELF. THE CHILD MUST DEMONSTRATE HE/SHE IS OUTGOING AND ARTICULATE ENOUGH TO ANSWER THE FOLLOWING QUESTIONS WITHOUT PARENTAL ASSISTANCE.

A. How old are you? _____

B. What grade are you in school? _____

C. What foods do you like to eat the most?(PROBE What else?) (RECORD VERBATIM)

----- PROMPT IF NECESSARY WITH BELOW

- () fresh fruits or vegetables
- () French fries or other fast foods
- () Ice cream
- () Yogurt

D After school, when you get home what do you like to do most.....

- () Play outside with your friends
- () Watch tv or play video game

E You just mentioned you like to (INSERT ANSWER FROM QD) Please tell me what you like to do when you are playing (outside with your friends or video games and watching TV)? Tell me more about that?

THIS QUESTION IS ASKED TO DETERMINE WHETHER OR NOT THE RESPONDENT CAN CLEARLY ARTICULATE HIS THOUGHTS AND FEELINGS. IF RESPONDENT ANSWERS "I DON'T KNOW" OR EXHIBITS ANY SPEECH OR HEARING DIFFICULTIES, TERMINATE. ALL RESPONDENTS MUST BE EXTREMELY ARTICULATE

INVITATION FOR MOMS:

BE SURE MOM'S BACK ON THE LINE:

Thank you for your valuable time. As I mentioned earlier we are conducting a fun study that we hope you will find interesting. We would like to invite your child between the ages of 8 and 12 to join us at our facility on _____from (TIME) for a one-hour interview with a moderator. We would like to offer you ____ for your child's participation for the hour.

15. Are you interested in participating in the study at our facility with your child?

() Yes **CONTINUE**
() No **TERMINATE**

NAME OF CHILD ATTENDING _____AGE OF CHILD _____

PLEASE READ THE FOLLOWING TO RESPONDENT:

If you have any questions, or find that you can't attend, please call my supervisor right away at [PHONE NUMBER] so we can find a replacement to make sure we have enough people in the group. We are counting on you to attend! Thanks for your time and for agreeing to participate.

If you wear reading glasses, please bring them to the group.

Childhood Obesity Prevention Communications Campaign Research Child Qualitative Interviews – Discussion Guide

Note: This discussion guide will be used to facilitate the interview discussion among children ages 8-12. The objective of this research is to test the clarity, relevance and motivation of advertising concepts that are not yet produced. The stimuli used to test these concepts are not yet produced.

Section I. ~ Introduction:

- Welcome – Ground rules and set up
 - We want to hear all about you
 - No wrong answers – whatever you say is what we want to hear
 - Introductions (name, age, grade, hobbies, favorite thing to do in your free time)

Section II ~ Presentation of Advertising Concepts:

- We are going to look at an advertising campaign and want to find out what you think about it. I will ask you questions after we have looked at the ads and want you to tell me what you think.
- These ads will not look like you would see them in real life. They aren't in a finished form so you have to use your imagination a little bit.
- If you have any questions after you see this advertising please ask them but wait until the whole TV or radio commercial is done first

Section III ~ Reaction to Advertising:

- Present Creative Concepts – Show one campaign at a time (Rotate media order through groups)
 - (Examples: TV , Print, Website, Auditions)
- What is the main idea? What is this ad about?
- Who do you think this advertising is talking to? {Probe: is this commercial for adults? Kids? How old?}
- Is the ad telling you to do anything?
 - What?
 - Is this something you would want to do?

Section IV ~Emotional Connection/Relevance

- Is this idea something that would be interesting to you? What makes it interesting or not interesting? If you saw this ad during your favorite TV show, do you think you would be interested in what it was telling you?
- How does this ad make you feel? What does it make you think about?
- Now that you have seen this ad, would you want to do anything? Will you visit the Web site talked about? What is the name of the website? What would you want to see on the website if you were to go there?
- Would you tell somebody about this ad? If yes, who?
- Was this ad fun to watch? Why/why not? What is the best part of the ad?

Section VI ~ Wrap Up

Once all of the creative ideas have been presented, the moderator will put all stimuli on the table and ask respondents to look at them as a group.

- What was your favorite part of these ads?
- Have you seen advertising like this before? How is it different/the same?
- All of these advertisements feature a website — do you remember the name of the website?
 - Have you heard of this website before?

- o Would you go to the website?
 - o What would you expect to find on the website?
- Who do you think this message is coming from?
 - o Does that make the message more or less credible? Explain.
- Is there anything else you would want to say about the ads you looked at?