

APPENDIX A

Pre-test Ethnographic Interview Instrument

The following statement will be read after introductions:

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection unless it displays a valid OMB Control number. The valid OMB number for this collection is 0584-0523. The time required for this collection is estimated to average 60 minutes including the time for reviewing instructions, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Thank you for agreeing to speak with us today. [As I already mentioned], I work for (IMPAQ International/Samuels and Associates). We are conducting a study for USDA's Center for Nutrition Policy and Promotion to help them identify ways in which nutrition education programs can best be designed and delivered in schools and community programs.

Part of our study consists of interviews with key informants and that's why we have come to you. We are talking to you because of your familiarity with this topic. I have 13 questions to ask you. The interview should not take more than 30 minutes. Everything you say will be treated as private. Only persons working on this project at IMPAQ, Samuels & Associates and USDA will know what was said in each individual interview, except as otherwise required by law. Participants will not be individually identified in any reports or publications without prior permission.

1. Please tell me in what ways you are or have been involved in nutrition education programs in school-based and/or community-based settings. PROBE FOR DETAIL ON THEIR ROLE AND INVOLVEMENT
2. Can you tell me more about (name of the program/approach you just mentioned [REFER TO PROGRAM THE KEY INF MENTIONED IN #1])? AS KEY INFORMANT ANSWERS, CHECK OFF ANY OF THE FOLLOWING THAT S/HE MENTIONS. THEN PROBE ON ANY NOT FULLY COVERED OR NOT COVERED AT ALL:
 - a. TARGET POPULATIONS, INCLUDING GRADE LEVELS
 - b. THE SETTING OF THE INTERVENTION – E.G. AFTER SCHOOL PROGRAM, HEALTH CLASS, GYM CLASS, SCIENCE CURRICULUM OR STAND ALONE PROGRAM, COMMUNITY CENTER, CHURCH, LIBRARY, ETC

- c. PROGRAM GOALS
 - d. TYPES OF APPROACHES AND PROGRAMS (INCLUDING FOR EXAMPLE COMPUTER AND DIGITAL TECHNOLOGY, PARTICIPANT-BASED APPROACHES, ETC.)
 - e. NUMBER OF HOURS OF NUTRITION EDUCATION THAT CHILDREN OR THE TARGET AUDIENCE (S) RECEIVE
 - f. WHERE THE PROGRAM ORIGINATED, HOW IT WAS DEVELOPED AND TESTED, AND WHY IT WAS SELECTED
 - g. NUTRITION EDUCATION TOPIC/CONTENT AREAS BEING TAUGHT, INCLUDING TYPE OF CURRICULUM AND MATERIALS USED AND WHERE THEY ARE BEING ACCESSED
 - h. EVALUATION METHODS (E.G., FORMATIVE, PROCESS, OUTCOME/IMPACT)
 - i. DEGREE OF ENGAGEMENT WITH SCHOOL, PARENTS AND OTHER FAMILY MEMBERS, AND COMMUNITY - GET DETAILED INFORMATION ABOUT METHOD/TYPE OF ENGAGEMENT. IN COMMUNITY-BASED NUTRITION EDUCATION, FIND OUT TO WHAT EXTENT IT WAS PROVIDED AND IF PROGRAMS OPERATE IN SPECIFIC GEOGRAPHIC AREAS IN PROXIMITY TO SCHOOL)
3. What do you wish could be done differently in terms of expanding the program(s), improving effectiveness, or trying new approaches? PROBE FOR DIGITAL MEDIA AND TECHNOLOGY
4. (IF RESPONDENT DID NOT MENTION THIS IN EARLIER QUESTIONS, ASK): The use of technology and digital media (such as video/computer games, virtual world websites, cell phone apps, email, blogs, message boards) and social networking sites (such as Facebook, Twitter, and YouTube)presents an innovative way to deliver nutrition education. Do(es) your program(s) involve use of technology or digital media for nutrition education?

YES → Please tell me how.

PROBE ABOUT FACILITATORS AND BARRIERS: What makes it possible to do this?
OR What gets in the way of doing this?

[IF NOT DISCUSSED ALREADY, PROBE ON WHETHER POLICIES, EQUIPMENT, ACCESS, OR OTHER ISSUES PRESENT BARRIERS TO USING NEW TECHNOLOGIES FOR EDUCATIONAL, GARDENING, OR SCHOOL MEAL-RELATED ACTIVITIES.

NO → Would you be interested in using technology or digital media to deliver nutrition education? Why/Why not? Do you have any ideas about how you could use them if you had the opportunity and resources?

5. And what about social networking sites, such as Facebook, My Space, Live Journal, etc. have you used them in any way for nutrition education?

YES → How?

NO → Would you be interested in using this approach? Why or why not? What ideas do you have about how you could use them if you had the opportunity and resources?

6. Has/Have your program(s) incorporated concepts from the Dietary Guidelines for Americans into educational programs? IF YES: Please tell me how this has been done. IF NO: What are the reasons?

7. Has MyPyramid been part of your program(s)? If yes, so how? Please explain.

8. What ideas or suggestions do you have for new approaches for incorporating concepts from the Dietary Guidelines into classroom-based and community-based nutrition education programs? Have you heard of any innovative approaches, strategies or methods that others are doing or exploring? PROBE HERE FOR video/computer games, virtual world websites, cell phone apps, email, blogs, message boards and social networking sites (such as Facebook, Twitter, and YouTube), AND ALSO WHO IS DOING THIS WORK.

9. Thinking back to the program/approach you mentioned in my first question [IF NEEDED, REMIND KEY INFORMANT OF PROGRAM DISCUSSED IN Q1], please tell me, regarding parental involvement in that program/approach:

- a. To what extent and in what ways has there been parental involvement?
- b. In what ways has such involvement improved the program?
- c. What barriers did you encounter in involving parents?
- d. How would you suggest involving parents in the future to improve children's eating behaviors? If used, were technology/digital approaches more or less effective with parents or a segment of this group?

10. Regarding community involvement in your program/approach (mentioned in #1 above):

- a. [IF NOT ALREADY MENTIONED] In what ways did you involve the community and how did this enhance the program?
- b. What barriers did you encounter in involving the community?
- c. How would you suggest engaging the community in the future to improve children's eating behaviors and are their particular components/groups you have found to be useful?

11. Aside from what we have already discussed, what types of nutrition education approaches and programs do you feel are needed to improve children's nutrition knowledge, attitudes and, ultimately, eating behavior?

12. Do you have any final comments about nutrition education and the use of technology, digital media and social networking sites?

13. Is there someone you would recommend that we should also interview about this topic?

Thanks so much for your time and willingness to speak with me today.