

## APPENDIX B

### Final 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 45 minutes including the time for reviewing instructions, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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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 to convey the concepts of the 2010 *Dietary Guidelines for Americans*, *MyPyramid*, or *MyPlate*.

We are talking to you because of your familiarity with this topic. I have some questions to ask you. The interview takes an average of 45 minutes. Everything you say will be treated as private information and will not be shared with anyone outside of IMPAQ, Samuels & Associates and USDA, except as otherwise required by law. Participants will not be individually identified in any reports or publications and no one can be tied to an individual interview or statements.

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. Have you incorporated concepts from the *Dietary Guidelines for Americans*, *MyPyramid*, or *MyPlate* in those programs? IF (YES): Please tell me how this has been done. IF (NO): What are the reasons? PROBE FOR DETAIL ON THEIR ROLE AND INVOLVEMENT.
2. What types of nutrition education approaches and programs do you feel are needed to improve children's nutrition knowledge, attitudes and eating behavior?
3. I'm interested in learning more about the nutrition education program(s) you described. Can you choose one to talk about in depth, perhaps the most successful one you've been involved in; preferably school-based (COMMUNITY BASED OK TOO) and could also be one that used technology in some way. Can you describe the program?

AS RESPONDENT ANSWERS, CIRCLE LETTER FOR EACH OF THE FOLLOWING THAT S/HE COVERS. 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 PROGRAMS (INCLUDING FOR EXAMPLE COMPUTER AND DIGITAL TECHNOLOGY, PARTICIPANT-BASED APPROACHES, ETC.)
  - e. NUMBER OF HOURS OF NUTRITION EDUCATION THAT CHILDREN/TARGET AUDIENCE (S) RECEIVE
  - f. WHERE THE PROGRAM ORIGINATED AND WHY IT WAS SELECTED
  - g. HOW PROGRAM WAS DEVELOPED AND TESTED
  - h. NUTRITION EDUCATION TOPIC/CONTENT AREAS BEING TAUGHT, INCLUDING TYPE OF CURRICULUM AND MATERIALS USED (include content on *US Dietary Guidelines for Americans*, *MyPyramid*, or *MyPlate*)
  - i. WHERE IS PROGRAM BEING USED AND ACCESSED
  - j. EVALUATION METHODS, IF ANY (E.G., FORMATIVE, PROCESS, OUTCOME/IMPACT)
4. Regarding parental involvement in this program, please tell me:
- 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. Any lessons learned for the future on involving parents to improve children’s eating behaviors?
  - e. If used, were technology/digital approaches more or less effective with parents or a segment of this group?
5. Regarding community involvement with this program, please tell me:
- 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?
7. (IF NOT ALREADY MENTIONED, 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.

a. Do(es) your program(s) involve use of technology or digital media for nutrition education? IF (YES): Please tell me how this has been done. IF (NO): What are the reasons?

b. Do you communicate concepts from the *Dietary Guidelines for Americans*, *MyPyramid*, or *MyPlate* using technology or digital media? IF (YES): Please tell me how this has been done. IF (NO): What are the reasons?

IF ANSWERED YES ABOVE: PROBE ABOUT FACILITATORS: What makes it possible to do this?

IF ANSWERED NO ABOVE:

PROBE ABOUT BARRIERS: What gets in the way of doing this?

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?

[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]

8. 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?

9. What ideas or suggestions do you have for new approaches for incorporating concepts from the *Dietary Guidelines for Americans*, *MyPyramid*, or *MyPlate* into nutrition education messages, materials, tools, and programs? PROBE ABOUT HOW TO DO THIS IN SCHOOL-BASED and COMMUNITY PROGRAMS.

Have you heard of any different 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 WHO IS DOING THIS WORK.

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

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