

## **ATTACHMENT B - QUALITATIVE RESEARCH METHODS: FOCUS GROUP/IDI RECRUITMENT SCREENERS**

This section includes the recruitment screeners and invitation scripts that professional interviews will use to screen, identify and recruit qualified participants. More specifically, this section includes:

- **Advanced Letter:** This letter will be sent by USDA/FNS to its internal and external partners prior to FH/GMMB calling partners to schedule the interviews.
- **Recruitment Screener For Web-Based Focus Groups With Child Nutrition Professionals**
- **Recruitment Screener For Traditional Focus Groups With Teachers**
- **Recruitment Screener For Traditional Focus Groups With Administrators**
- **Recruitment Screeners For Traditional Focus Groups With Parents/Guardians**

**In-Depth Interview Advance Letter – INTERNAL & EXTERNAL PARTNERS**  
**FINAL 08-05-09**

**NOTE: This letter will be sent by USDA/FNS to its internal and external partners prior to FH/GMMB calling partners to schedule the interviews.**

Dear FIRST NAME:

As you know, USDA Commodities play a vital role in providing healthy foods to schools and low-income families across the country and, in recent years has made improvements to its food offerings and nutrition guidelines. However, not everyone is aware of these important changes and how to best utilize the program.

In an effort to address this misperception, USDA Commodities has contracted with Fleishman-Hillard, an independent communications agency, to rebrand USDA Commodities and develop a communications plan. As part of this process, we want to include input from our partners. Given your position, background and expertise, we would personally like to ask for your help in this process by sharing your opinions and insights.

Fleishman-Hillard's research team will be conducting telephone interviews with our partners during the month of October. In the coming days, a representative from Fleishman-Hillard will contact you to schedule a 30- to 40-minute telephone interview at your convenience.

The Office of Management and Budget has approved this collection of information. According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to average 40 to 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Research and Analysis, Alexandria, VA 22302 (0584-0524).

Please be assured that Fleishman-Hillard will exercise the highest degree of confidentiality and sensitivity when handling the results. All responses will be used for summary analysis only. Anonymity is absolutely guaranteed and your name will not be revealed in conjunction with any aspect of this study or the analysis.

I hope that you will accept this invitation to participate in an interview. Your opinions will help us generate a truly meaningful analysis and communications plan.

Sincerely,

USDA/FNS/USDA COMMODITIES REPRESENTATIVE

**Web-Based Focus Group Recruitment Screener – CHILD NUTRITION PROFESSIONALS  
FINAL 08-05-09**

**INTRODUCTION WHEN SPEAKING WITH A RECEPTIONIST/ADMINISTRATIVE ASSISTANT**

Hello! My name is \_\_\_\_\_ calling from \_\_\_\_\_. May I speak with (Name of CNP)?

We are calling to see if you might be eligible to participate in a project we are conducting on behalf of the U.S. Department of Agriculture or USDA about government nutrition programs.

IF NECESSARY, SAY: This is an opinion survey. We have nothing to sell.

IF NOT AVAILABLE, WHAT IS THE BEST TIME TO CALL BACK? \_\_\_\_\_

**WHEN SPEAKING WITH CONTACT PROVIDED BY USDA:**

Hello! My name is \_\_\_\_\_ calling from \_\_\_\_\_. The U.S. Department of Agriculture gave us your contact information and indicated that you may be willing to talk to us about a project we are conducting on behalf of the USDA about government nutrition programs. USDA worked with the School Nutrition Association (SNA) on creating a list of child nutrition professionals. We'd like your input because your opinions and insights are very important to the USDA.

May I ask you a few questions?

IF NECESSARY, SAY: This is an opinion survey. We have nothing to sell.

**SCREENING/RECRUITING OF CONTACT PERSON/CNP:**

1. Are you currently:

1	Employed full time
2	Employed part time
3	A full-time student - TERMINATE
4	A home-maker - TERMINATE
5	Retired, or - TERMINATE
6	Unemployed or looking for work - TERMINATE
7	REFUSED - TERMINATE

2. What is/was your occupation and/or job title?

\_\_\_\_\_ RECORD

MUST BE A CHILD NUTRITION PROFESSIONAL, FOOD SERVICE DIRECTOR/FOOD SERVICE SUPERVISOR. VERIFY WITH PARTICIPANT LIST. TERMINATE IF NOT A CHILD NUTRITION PROFESSIONAL OR IF TITLE SIGNIFICANTLY DIFFERS FROM LIST.

3. How many years have you been in this position?

\_\_\_\_\_ RECORD; MUST HAVE AT LEAST TWO YEARS OF EXPERIENCE

RECRUIT A MIX

4. Which of the following best describes the grades represented in the school district where you work?

1	Kindergarten through third grade - RECRUIT FOR ELEMENTARY GROUPS
2	Fourth and fifth grade (and sixth grade depending on how school defines elementary) - RECRUIT FOR ELEMENTARY GROUPS
3	Sixth, seventh and eighth grade - RECRUIT FOR MIDDLE SCHOOL GROUP (depending on how school defines middle school)
4	Ninth through 12 <sup>th</sup> grade - RECRUIT FOR HIGH SCHOOL GROUP

5. Which of the following best describes the type of school district where you work?

1	Public
2	Private, non-parochial
3	Private, parochial
4	Charter
5	Other; please specify:

RECRUIT A MIX

6. Compared to other school districts in your area, would you describe your school district as small, medium or large in terms of enrollment?

1	Small
2	Medium
3	Large

7. To the best of your knowledge, which of the following best describes the size of your school district?

1	Less than 1,000 students
2	Between 1,000 and 2,499
3	Between 2,500 and 4,999
4	Between 5000 and 9999
5	Between 10,000 and 15,000
6	More than 15,000 students
7	Don't know

8. Which of the following best describes the location of your school district?

**IF NECESSARY:** By urban, I mean within or near a major city. By suburban, I mean within the greater metropolitan area, but outside the city center. And by rural, I mean outside a major metropolitan area, which includes the city center and surrounding suburbs.

1	Urban
2	Suburban
3	Rural

9. Before today had you heard of the USDA Commodities Program?

1	Yes
2	No
3	Don't Know

TRY TO RECRUIT AT LEAST FOUR WHO SAY YES

10. To the best of your knowledge, does your school participate in the:

PROGRAM	YES	NO	DON'T KNOW
National School Lunch Program	1	2	3
Team Nutrition	1	2	3
Healthier U.S. School Challenge	1	2	3
Fresh Fruit and Vegetable Program	1	2	3

MUST SAY YES TO NATIONAL SCHOOL LUNCH PROGRAM. OTHERWISE, ASK FOR THE NAME/NUMBER OF SOMEONE ELSE WITHIN THE DISTRICT WHO MAY KNOW ABOUT USDA COMMODITIES AND/OR THE NATIONAL SCHOOL LUNCH PROGRAM.

11. To the best of your knowledge, does your school receive food from the USDA Commodities Program?

1	Yes - CONTINUE
2	No - TERMINATE
3	Don't Know - TERMINATE

12. To the best of your knowledge, does your school receive food from local farmers or growers?

1	Yes
2	No
3	Don't Know

RECRUIT AT LEAST TWO WHO SAY YES

13. Is your food service operation managed by a Food Service Management Company (FSMC) or is it self-operated?

1	Managed by a Food Service Management Company (FSMC)
2	Self-Operated
3	Don't Know

14. Are you a Food Service Management Company employee?

1	Yes; can you please briefly describe your role or responsibilities as a Food Service Management Company employee:
2	No

15. Are you a school board employee?

1	Yes
2	No

16. Have you ever participated in any type of market research discussion group in the past six months?

1	Yes- TERMINATE
2	No - CONTINUE
3	REFUSED - TERMINATE

The following questions are for classification purposes only.

17. In which city and state do you live and work?

\_\_\_\_\_ RECORD

RECRUIT A MIX BASED ON REGIONS

TERMINATE IF ON CASH/CLOC SITE LIST (NOTE: We will vet the CNPs list prior to recruiting, so this should be a nonissue)

18. Which of the following categories include your age?

1	18 to 24 - TERMINATE
2	25 to 29
3	30 to 39
4	40 to 49
5	50 to 59
6	60 to 64
7	65 or older

RECRUIT A MIX

19. What was the highest level of education you completed?

1	Some high school or less - TERMINATE
2	High school graduate or GED
3	Some college/associate's degree/technical school
4	College graduate/beyond (bachelor's degree, master's degree, postgraduate)
5	REFUSED

RECRUIT A MIX

20. Which of the following includes your race or ethnic background?

1	American Indian or Alaska Native
2	Asian or Asian American
3	Black or African American
4	Hispanic or Latino
5	Native Hawaiian or Other Pacific Islander
6	Caucasian or White
7	Some combination of the above or some other category
8	REFUSED



The reason for my questions is that we would like to invite you to participate in a Web-based focus group sponsored by the United States Department of Agriculture addressing government nutrition programs. This is for market research purposes only. We are not trying to sell anything. You will receive a \$\_\_\_\_ stipend to reimburse you for your time and expenses. Because this is a Web-based focus group, I'd like to ask you a few more questions about your access to the Internet to make sure you have access and can participate.

21. Do you have access to a computer with high-speed Internet access in your home or office?

1	Yes - CONTINUE
2	No - TERMINATE
3	Don't Know - TERMINATE IF RESPONDENT CANNOT VERIFY

22. Do you currently have a web cam that you use on your computer?

1	Yes - CONTINUE TO Q23
2	No - SAY: No problem. We will send you a web camera, free of charge, to use for the discussion and will have a technician work with you on setting up the web cam. THEN CONTINUE TO Q23

23. Are you familiar or comfortable with using a web camera?

1	Yes - CONTINUE
2	No - No problem. We will have a technician work with you on setting up the web cam.

Great. As I mentioned, we are working on a research project on behalf of the USDA and will be conducting a Web-based focus group on \_\_\_\_\_ and will start at (TIME) \_\_\_\_\_.

The focus group will last approximately 90 minutes and will take place via the Internet, using web cameras and the telephone.

If I put your name down, it is very important that you make every effort to participate.

24. Will you help us with this study? IF NO, SAY: Only a few people are invited to participate and your opinions are very important to us.

1	Yes
2	No - TERMINATE
3	DON'T KNOW/REFUSED - TERMINATE

## 25. RECORD GENDER WITHOUT ASKING

1	MALE
2	FEMALE

RECRUIT A MIX

Again, we will be reimbursing you for your help. The group will be made up of six to eight child nutrition professionals like yourself. Most of the time that you are there, you'll be talking with others in a group discussion.

I want you to know that your participation is strictly voluntary.

READ OMB BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to average one hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Research and Analysis, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

The research records that will be collected and used for this study may include an opinion survey, written notes and an audiotape made during your participation in the focus group discussion. However, your comments and survey responses will be shared only in the aggregate with those from other participants. Aggregated information or results from this study may be presented in meetings or in internal reports to the USDA Food and Nutrition Service. By aggregated, I mean all your responses will be combined with other participants. Your name and any information that can be traced back to you will not be included in any reports or meetings to the USDA.

To ensure that the group runs smoothly and so that we can take care of all the technical aspects of the discussion, we ask that you log in to the site at least 10 minutes before the group starts.

To log in, you will go to the following Web site: \_\_\_\_\_

So that I can mail you all the details about the discussion group including the Web site (IF NECESSARY, Web cam) and log-in instructions, as well as a confidentiality agreement, may I have your e-mail and home mailing address?

NAME:

ADDRESS:

CITY, STATE:

ZIP CODE:

TELEPHONE NUMBER:

E-MAIL:

26. We will call you the day before the focus group to remind you. Is this the best number to reach you (DAY BEFORE SESSION)? Is there a preferred time for us to call you?

ALTERNATIVE PHONE, IF NECESSARY: \_\_\_\_\_

Thank you very much. We look forward to seeing you on DATE.  
If you should need to cancel, please contact X at XXX-XXX-XXXX.

## ANSWERS TO COMMON QUESTIONS

*How did you pick me?*

Working with USDA and the School Nutrition Association, we compiled a list of child nutrition professionals who work at schools that participate in one of the USDA's programs. Using the list, we randomly placed phone calls to potential participants and invited them to participate.

*What is a focus group?*

A focus group is really just a small group of people talking about different issues or topics. It's a directed discussion based on questions posed by the discussion leader. In this case, it will be around six to eight people. We'll have a few questions for the group to discuss, but mostly you'll talk to each other about the things you have in common.

*What if I don't want to give my address for mailing information?*

It is important that everyone who is going to participate in the focus group receive the information we will be sending. We are not connected to any other organization, and your name and address will not be given to anyone else. We will not be sending your address to anyone or sharing it with any other organization. If you prefer, we could mail this to your work or to another address. If you want to confirm this project, you can call the NAME OF ORGANIZATION at PHONE NUMBER.

*What are the differentiators that help characterize "suburban" versus "urban" versus "rural"?*

By urban, I mean within or near a major city. By suburban, I mean within the greater metropolitan area, but outside the city center. And by rural, I mean outside a major metropolitan area, which includes the city center and surrounding suburbs.

**Traditional Focus Group Recruitment Screener - TEACHERS**  
**FINAL 08-05-09**

**INTRODUCTION (IF CALLING FROM A TARGETED LIST)**

Hello! My name is \_\_\_\_\_ calling from \_\_\_\_\_. May I speak with \_\_\_\_\_?

ONCE THE PERSON IS ON THE LINE:

We are calling to see if you might be eligible to participate in a project we are conducting about government nutrition programs that help people in the community.

**INTRODUCTION (IF COLD CALL)**

Hello! My name is \_\_\_\_\_ calling from \_\_\_\_\_. I am calling to see whether you are eligible to participate in a project we are conducting about government nutrition programs that help people in the community. I'd like to speak to an adult in the household. Who would that be?

IF NECESSARY, SAY: This is an opinion survey. We have nothing to sell.

**SCREENING/RECRUITING**

1. Do you live in the greater NAME area?

1	Yes - CONTINUE
2	No - TERMINATE

NOTE: FOR RURAL COMMUNITIES, ASK: Do you live in or near NAME OF TOWN.

1	Yes - CONTINUE
2	No - TERMINATE

NOTE: GROUPS WILL NOT BE HELD IN MARKETS WITH CASH/CLOC SITES

2. Are you currently:

1	Employed full time
2	Employed part time
3	A full-time student - TERMINATE
4	A homemaker - TERMINATE
5	Retired, or - TERMINATE
6	Unemployed or looking for work - TERMINATE
7	REFUSED - TERMINATE

3. What is your occupation and/or job title?

\_\_\_\_\_ RECORD

IF K-12 TEACHER OR EDUCATOR, CONTINUE. OTHERWISE TERMINATE.

4. How many years have you been a teacher?

\_\_\_\_\_ RECORD

RECRUIT A MIX; MUST HAVE AT LEAST TWO YEARS OF EXPERIENCE

5. Which of the following subjects, if any, best describe the subject you currently teach? ALLOW MULTIPLE RESPONSES

1	Science
2	History
3	Art
4	Social Studies
5	Literature/English/Reading/ Writing
6	Math
7	Physical Education
8	Health
9	Other; please specify:

RECRUIT A MIX

6. Which of the following best describes the grade levels you teach/taught?

1	Kindergarten through third grade - RECRUIT FOR ELEMENTARY GROUPS
2	Fourth and fifth grade (and sixth grade depending on how school defines elementary) - RECRUIT FOR ELEMENTARY GROUPS
3	Sixth, seventh and eighth grade - RECRUIT FOR MIDDLE SCHOOL GROUP (depending on how school defines middle school)
4	Ninth through 12 <sup>th</sup> grade - RECRUIT FOR HIGH SCHOOL GROUP

7. Which of the following best describes the type of school where you currently teach?

1	Public
2	Private, non- parochial
3	Private, parochial
4	Charter
5	Other; please specify:

RECRUIT A MIX

8. Compared to the other schools in your area, would you describe your school as small, medium or large in terms of enrollment?

1	Small
2	Medium
3	Large

9. To the best of your knowledge, which of the following best describes the student enrollment at your school?

1	Less than 100 students
2	Between 100 and 249
3	Between 250 and 499
4	Between 500 and 999
5	Between 1,000 and 1,500
6	More than 1,500 students
7	Don't know

10. Which of the following best describes the location of your school?

**IF NECESSARY:** By urban, I mean within or near a major city. By suburban, I mean within the greater metropolitan area, but outside the city center. And by rural, I mean outside a major metropolitan area, which includes the city center and surrounding suburbs.

1	Urban
2	Suburban
3	Rural

11. Before today, have you heard of the USDA Commodities program?

1	Yes
2	No
3	Don't Know

TRY TO RECRUIT AT LEAST TWO WHO SAY YES

12. To the best of your knowledge, does your school participate in the:

PROGRAM	YES	NO	DON'T KNOW
National School Lunch Program	1	2	3
Team Nutrition	1	2	3
Healthier U.S. School Challenge	1	2	3
Fresh Fruit and Vegetable Program	1	2	3

RECRUIT AT LEAST TWO TEACHERS WHO SAY YES TO NATIONAL SCHOOL LUNCH PROGRAM

13. To the best of your knowledge, does your school receive food from local farmers or growers?

1	Yes
2	No
3	Don't Know

RECRUIT AT LEAST TWO TEACHERS WHO SAY YES

14. Have you (PAUSE) or anyone in your household (PAUSE) ever worked? IF NECESSARY, SAY: This includes work that you or others in the household are currently doing.

	Yes	No	Don't Know
As a nutritionist or dietitian?	1	2	3
For the food or beverage industry?	1	2	3
For a marketing or marketing research firm or department?	1	2	3
For a public relations firm or advertising agency?	1	2	3
For the news media	1	2	3

IF YES TO ANY OF THE SHADED ITEMS, TERMINATE.

15. Have you ever participated in any type of market research discussion group in the past six months?

1	Yes - TERMINATE
2	No - CONTINUE
3	REFUSED - TERMINATE



The following questions are for classification purposes only.

16. Which of the following categories includes your age?

1	18 to 24 - TERMINATE
2	25 to 29
3	30 to 39
4	40 to 49
5	50 to 59
6	60 to 64
7	65 or older

RECRUIT A MIX

17. What was the last grade you completed?

1	Some high school or less - TERMINATE
2	High school graduate or GED - TERMINATE
3	Some college/associate's degree/technical school
4	College graduate/beyond (bachelor's degree, master's degree, postgraduate)
5	REFUSED

RECRUIT A MIX

18. Which of the following includes your race or ethnic background?

1	American Indian or Alaska Native
2	Asian or Asian American
3	Black or African American
4	Hispanic or Latino
5	Native Hawaiian or Other Pacific Islander
6	Caucasian or White
7	Some combination of the above or some other category
8	REFUSED

RECRUIT A MIX

The reason for my questions is that we would like to invite you to participate in a focus group sponsored by the United States Department of Agriculture addressing government nutrition programs. This is for market research purposes only. We are not trying to sell anything. You will receive a \$\_\_\_\_ stipend to reimburse you for your time and expenses.

The focus group will be held on \_\_\_\_\_ and will start at (TIME) \_\_\_\_\_.

The focus group will last approximately two hours. If I put your name down, it is very important that you make every effort to attend.

19. Will you help us with this study? IF NO, SAY: Only a few people are invited to participate and your opinions are very important to us.

1	Yes
2	No - TERMINATE
3	DON'T KNOW/REFUSED - TERMINATE

20. RECORD GENDER WITHOUT ASKING

1	MALE
2	FEMAL E

RECRUIT A MIX

Again, we will be reimbursing you for your help. We will also be serving refreshments. The group will be made up of eight to 12 people like yourself. Most of the time that you are there, you'll be talking with others in a group discussion.

I want you to know that your participation is strictly voluntary.

READ OMB BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to average two hours and 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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internal reports to the USDA Food and Nutrition Service. By aggregated, I mean all your responses will be combined with other participants. Your name and any information that can be traced back to you will not be included in any reports or meetings to the USDA.

Please arrive at the discussion group at least 10 minutes prior to the start time so that you can read and sign a confidentiality agreement. If you wish, I can send a copy of this form to you ahead of time. Would you like me to do so?

1	Yes
2	No

21. We will call you the day before the focus group to remind you. Is this the best number to reach you (DAY BEFORE SESSION)? Is there a preferred time for us to call you?

ALTERNATIVE PHONE, IF NECESSARY: \_\_\_\_\_

22. So that we may also mail you a map with directions to our facility, may I please have your full name and address?

NAME:

ADDRESS:

CITY, STATE:

ZIP CODE:

TELEPHONE NUMBER:

Thank you very much. We look forward to seeing you on DATE.  
If you should need to cancel, please contact X at XXX-XXX-XXXX.

## ANSWERS TO COMMON QUESTIONS

*How did you pick me?*

We are an independent marketing group that places random phone calls to people in your area.

*What is a focus group?*

A focus group is really just a small group of people talking about different issues or topics. It's a directed discussion based on questions posed by the discussion leader. In this case, it will be around eight to 12 people. We'll have a few questions for the group to discuss, but mostly you'll talk to each other about the things you have in common.

*Can I bring someone with me?*

No. We have tried to select people who represent different backgrounds from the community. The group discussion can't include friends or relatives. If you need to bring someone with you, there will be a place where they can wait with refreshments. But we cannot pay them or include them in the discussion.

*What if I don't want to give my address for mailing information?*

It is important that everyone who is going to participate in the focus group receive the information we will be sending. We are not connected to any other organization, and your name and address will not be given to anyone else. We will not be sending your address to anyone or sharing it with any other organization. If you prefer, we could mail this to your work or to another address. If you want to confirm this project, you can call the NAME OF ORGANIZATION at PHONE NUMBER.

*What are the differentiators that help characterize "suburban" versus "urban" versus "rural"?*

By urban, I mean within or near a major city. By suburban, I mean within the greater metropolitan area, but outside the city center. And by rural, I mean outside a major metropolitan area, which includes the city center and surrounding suburbs.

**Traditional Focus Group Recruitment Screener - ADMINISTRATORS**  
**FINAL 08-05-09**

**INTRODUCTION (IF CALLING FROM A TARGETED LIST)**

Hello! My name is \_\_\_\_\_ calling from \_\_\_\_\_. May I speak with \_\_\_\_\_? We are calling to see if you might be eligible to participate in a project we are conducting about government nutrition programs that help people in the community.

**INTRODUCTION (IF COLD CALL)**

Hello! My name is \_\_\_\_\_ calling from \_\_\_\_\_. I am calling to see whether you are eligible to participate in a project that we are conducting about government nutrition programs that help people in the community. I'd like to speak to an adult in the household. Who would that be?

IF NECESSARY, SAY: This is an opinion survey. We have nothing to sell.

**SCREENING/RECRUITING**

1. Do you live in the greater NAME area?

1	Yes - CONTINUE
2	No - TERMINATE

NOTE: FOR RURAL COMMUNITIES, ASK: Do you live in or near NAME OF TOWN.

1	Yes - CONTINUE
2	No - TERMINATE

NOTE: GROUPS WILL NOT BE HELD IN MARKETS WITH CASH/CLOC SITES

2. Are you currently:

1	Employed full time
2	Employed part time
3	A full-time student - TERMINATE
4	A home-maker - TERMINATE
5	Retired - TERMINATE
6	Unemployed or looking for work - TERMINATE
7	REFUSED - TERMINATE

3. What is your current occupation and/or job title?

\_\_\_\_\_ RECORD

MUST BE A K-12 SCHOOL ADMINISTRATOR: Principal, Vice Principal, Associate Assistant Principal, Administrator, Superintendent, Assistant Superintendent, etc. OTHERWISE TERMINATE.

4. How many years have you been in this position?

\_\_\_\_\_ RECORD

RECRUIT A MIX; MUST HAVE AT LEAST TWO YEARS OF EXPERIENCE. OTHERWISE, TERMINATE.

5. Which of the following best describes the school where you work?

1	Kindergarten through third grade - RECRUIT FOR ELEMENTARY GROUPS
2	Fourth and fifth grade (and sixth grade depending on how school defines elementary) - RECRUIT FOR ELEMENTARY GROUPS
3	Sixth, seventh and eighth grade - RECRUIT FOR MIDDLE SCHOOL GROUP (depending on how school defines middle school)
4	Ninth through 12 <sup>th</sup> grade - RECRUIT FOR HIGH SCHOOL GROUP

NOTE: THIS QUESTION WILL BE CUSTOMIZED BY MARKET BY GRADE LEVEL

6. Which of the following best describes the type of school where you work?

1	Public
2	Private, non-parochial
3	Private, parochial
4	Charter
5	Other; please specify:

RECRUIT A MIX

7. Compared to the other schools in your area, would you describe your school as small, medium or large in terms of student enrollment?

1	Small
2	Medium
3	Large

8. To the best of your knowledge, which of the following best describes the student enrollment of your school?

1	Less than 100 students
2	Between 100 and 249
3	Between 250 and 499
4	Between 500 and 999
5	Between 1,000 and 1,500

6	More than 1,500 students
7	Don't know

RECRUIT A MIX



9. Which of the following best describes the location of your school?

**IF NECESSARY:** By urban, I mean within or near a major city. By suburban, I mean within the greater metropolitan area, but outside the city center. And by rural, I mean outside a major metropolitan area, which includes the city center and surrounding suburbs.

1	Urban
2	Suburban
3	Rural

10. Before today had you heard of the USDA Commodities Program?

1	Yes
2	No
3	Don't Know

TRY TO RECRUIT AT LEAST TWO WHO SAY YES

11. To the best of your knowledge, does your school participate in the:

PROGRAM	YES	NO	DON'T KNOW
National School Lunch Program	1	2	3
Team Nutrition	1	2	3
Healthier U.S. School Challenge	1	2	3
Fresh Fruit and Vegetable Program	1	2	3

RECRUIT AT LEAST TWO WHO SAY YES TO NATIONAL SCHOOL LUNCH PROGRAM

12. To the best of your knowledge, does your school receive food from local farmers or growers?

1	Yes
2	No
3	Don't Know

RECRUIT AT LEAST TWO WHO SAY YES

13. Have you (PAUSE) or anyone in your household (PAUSE) ever worked: IF NECESSARY, SAY: This includes work that you or others in the household are currently doing.

	Yes	No	Don't Know
As a nutritionist or dietitian?	1	2	3
For the food or beverage industry?	1	2	3
For a marketing or marketing research firm or department?	1	2	3
For a public relations firm or advertising agency?	1	2	3
For the news media	1	2	3

IF YES TO ANY OF THE SHADED ITEMS, TERMINATE.

14. Have you ever participated in any type of market research discussion group in the past six months?

1	Yes - TERMINATE
2	No - CONTINUE
3	REFUSED - TERMINATE

The following questions are for classification purposes only.

15. Which of the following categories includes your age?

1	18 to 24 TERMINATE
2	25 to 29
3	30 to 39
4	40 to 49
5	50 to 59
6	60 to 64
7	65 or older

RECRUIT A MIX

16. What is the highest grade level you completed?

1	Some high school or less - TERMINATE
2	High school graduate or GED - TERMINATE
3	Some college/associate's degree/technical school
4	College graduate/beyond (bachelor's degree, master's degree, postgraduate)

5	REFUSED
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RECRUIT A MIX

17. Which of the following includes your race or ethnic background?

1	American Indian or Alaska Native
2	Asian or Asian American
3	Black or African American
4	Hispanic or Latino
5	Native Hawaiian or Other Pacific Islander
6	Caucasian or White
7	Some combination of the above or some other category
8	REFUSED

RECRUIT A MIX

The reason for my questions is that we would like to invite you to participate in a focus group sponsored by the United States Department of Agriculture. The focus group will address government nutrition programs. This is for market research purposes only. We are not trying to sell anything. You will receive a \$\_\_\_\_ stipend to reimburse you for your time and expenses.

The focus group will be held on \_\_\_\_\_ and will start at (TIME) \_\_\_\_\_.

The focus group will last approximately two hours. If I put your name down, it is very important that you make every effort to attend.

18. Will you help us with this study? IF NO, SAY: Only a few people are invited to participate and your opinions are very important to us.

1	Yes
2	No - TERMINATE
3	DON'T KNOW/REFUSED - TERMINATE

19. RECORD GENDER WITHOUT ASKING

1	MALE
2	FEMAL E

RECRUIT A MIX

Again, we will be reimbursing you for your help. We will also be serving refreshments. The group will be made up of eight to 12 people like yourself. Most of the time that you are there, you'll be talking with others in a group discussion.

I want you to know that your participation is strictly voluntary.

READ OMB BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to average two hours and 20 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Research and Analysis, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

The research records that will be collected and used for this study may include an opinion survey, written notes and an audiotape made during your participation in the focus group discussion. However, your comments and survey responses will be shared only in the aggregate with those from other participants. Aggregated information or results from this study may be presented in meetings or in internal reports to the USDA Food and Nutrition Service. By aggregated, I mean all your responses will be combined with other participants. Your name and any information that can be traced back to you will not be included in any reports or meetings to the USDA.

Please arrive at the discussion group at least 10 minutes prior to the start time so that you can read and sign a confidentiality agreement. If you wish, I can send a copy of this form to you ahead of time. Would you like me to do so?

1	Yes
2	No

20. We will call you the day before the focus group to remind you. Is this the best number to reach you (DAY BEFORE SESSION)? Is there a preferred time for us to call you?

ALTERNATIVE PHONE, IF NECESSARY: \_\_\_\_\_

21. So that we may also mail you a map with directions to our facility, may I please have your full name and address?

NAME:

ADDRESS:

CITY, STATE:

ZIP CODE:

TELEPHONE NUMBER:

Thank you very much. We look forward to seeing you on DATE.  
If you should need to cancel, please contact X at XXX-XXX-XXXX.

## ANSWERS TO COMMON QUESTIONS

*How did you pick me?*

We are an independent marketing group that places random phone calls to people in your area.

*What is a focus group?*

A focus group is really just a small group of people talking about different issues or topics. In this case, it will be around eight to 12 people. It's a directed discussion based on questions posed by the discussion leader. We'll have a few questions for the group to discuss, but mostly you'll talk to each other about the things you have in common.

*Can I bring someone with me?*

No. We have tried to select people who represent different backgrounds from the community. The group discussion can't include friends or relatives. If you need to bring someone with you, there will be a place where they can wait with refreshments. But we cannot pay them or include them in the discussion.

*What if I don't want to give my address for mailing information?*

It is important that everyone who is going to participate in the focus group receive the information we will be sending. We are not connected to any other organization, and your name and address will not be given to anyone else. We will not be sending your address to anyone or sharing it with any other organization. If you prefer, we could mail this to your work or to another address. If you want to confirm this project, you can call the NAME OF ORGANIZATION at PHONE NUMBER.

*What are the differentiators that help characterize "suburban" versus "urban" versus "rural"?*

By urban, I mean within or near a major city. By suburban, I mean within the greater metropolitan area, but outside the city center. And by rural, I mean outside a major metropolitan area, which includes the city center and surrounding suburbs.



**Traditional Focus Group Recruitment Screener – PARENTS/GUARDIANS**  
**FINAL 08-05-09**

**INTRODUCTION**

Hello! My name is \_\_\_\_\_ calling from \_\_\_\_\_. I am calling to see whether you are eligible to participate in a project that we are conducting about government nutrition programs that help people in the community. I'd like to speak to the person in the household who is responsible for the household's grocery shopping. Who would that be?

IF NECESSARY, SAY: When I say, "the person who is responsible for the household's grocery shopping," I mean the person who completes the grocery shopping for the household most or all of the time.

**SCREENING/RECRUITING**

1. In your household, is the primary grocery shopper you (PAUSE) or someone else?

1	RESPONDENT - CONTINUE
2	OTHER HEAD OF HOUSEHOLD: May I speak with him/her?
3	EQUAL - RESPONDENT AND OTHER HOUSEHOLD MEMBER - CONTINUE
4	REFUSED - TERMINATE. Thank you for your time.

2. Do you live in the greater NAME area?

1	Yes - CONTINUE
2	No - TERMINATE

NOTE: FOR RURAL COMMUNITIES, ASK: Do you live in or near NAME OF TOWN.

1	Yes - CONTINUE
2	No - TERMINATE

NOTE: GROUPS WILL NOT BE HELD IN MARKETS WITH CASH/CLOC SITES

3. For classification purposes, which of the following categories includes your age?

1	18 to 24 - TERMINATE
2	25 to 29
3	30 to 39
4	40 to 49

5	50 to 59
6	60 to 64
7	65 or older

RECRUIT A MIX

4. Do you have any children in grades kindergarten through 12<sup>th</sup> grade currently living in your household?

1	Yes - CONTINUE
2	No - TERMINATE

5. Are these boys, girls or do you have both boys and girls in grades kindergarten through 12<sup>th</sup> grade?

	YES	NO
Girls	1	2
Boys	1	2

MUST SAY YES TO EITHER/OR BOYS OR GIRLS. IF NO TO BOTH BOYS AND GIRLS, TERMINATE.  
RECRUIT A MIX OF PARENTS/GUARDIANS WITH BOYS AND GIRLS

6. Thinking of your (AS APPROPRIATE) daughter(s) and/or son(s) who is (are) in grades kindergarten through 12<sup>th</sup> grade, please tell me each child's gender, grade in school, name of the school and school district he or she attends, the type of school he or she attends, and the location of the school - do you consider it urban, suburban or rural?

**IF NECESSARY:** By type of school, I mean public, private or parochial school.

**IF NECESSARY:** By urban, I mean within or near a major city. By suburban, I mean within the greater metropolitan area, but outside the city center. And by rural, I mean outside a major metropolitan area, which includes the city center and surrounding suburbs.

**IF NECESSARY:** We are asking these questions to make sure we have a good mix of parents/guardians from different CITY NAME-area schools.

CHILD	GENDER	GRADE	SCHOOL NAME & DISTRICT	SCHOOL TYPE	URBAN/SUBURBAN/RURAL
1 Son 2 Daughter	1 Male 2 Female	0 - Kindergarten 1 - First Grade 2 - Second Grade 3 - Third Grade 4 - Fourth Grade 5 - Fifth Grade		1 - Public 2 - Private 3 - Parochial 4 - Charter 5 - Other; Please	1 - Urban 2 - Suburban 3 - Rural

		6 - Sixth Grade 7 - Seventh Grade 8 - Eighth Grade 9 - Ninth Grade 10 - Tenth Grade 11 - Eleventh Grade 12 - Twelfth Grade		specify:	
1 Son 2 Daughter	1 Male 2 Female	0 - Kindergarten 1 - First Grade 2 - Second Grade 3 - Third Grade 4 - Fourth Grade 5 - Fifth Grade 6 - Sixth Grade 7 - Seventh Grade 8 - Eighth Grade 9 - Ninth Grade 10 - Tenth Grade 11 - Eleventh Grade 12 - Twelfth Grade		1 - Public 2 - Private 3 - Parochial 4 - Charter 5 - Other; Please specify:	1 - Urban 2 - Suburban 3 - Rural
1 Son 2 Daughter	1 Male 2 Female	0 - Kindergarten 1 - First Grade 2 - Second Grade 3 - Third Grade 4 - Fourth Grade 5 - Fifth Grade 6 - Sixth Grade 7 - Seventh Grade 8 - Eighth Grade 9 - Ninth Grade 10 - Tenth Grade 11 - Eleventh Grade 12 - Twelfth Grade		1 - Public 2 - Private 3 - Parochial 4 - Charter 5 - Other; Please specify:	1 - Urban 2 - Suburban 3 - Rural

**FOR THE ELEMENTARY GROUPS:** RECRUIT MIX OF PARENTS/GUARDIANS WITH CHILDREN IN GRADES KINDERGARTEN, FIRST, SECOND, THIRD, FOURTH AND FIFTH GRADES. RECRUIT A MIX BASED ON SCHOOL TYPE AND DISTRICT.

**FOR MIDDLE SCHOOL GROUP:** RECRUIT MIX OF PARENTS/GUARDIANS WITH CHILDREN IN GRADES SIXTH, SEVENTH AND EIGHTH. RECRUIT A MIX BASED ON SCHOOL TYPE AND DISTRICT.

**FOR HIGH SCHOOL GROUP:** RECRUIT MIX OF PARENTS/GUARDIANS WITH CHILDREN IN GRADES NINTH, TENTH, ELEVENTH AND TWELFTH. RECRUIT A MIX BASED ON SCHOOL TYPE AND DISTRICT.

7. Do any of these children qualify for the free or reduced lunch program at school?

1	Yes
2	No

8. Thinking of your son(s)/daughter(s), which of the following best describes how often they eat their \_\_\_\_ provided by the school cafeteria? Would you say:

BREAKFAST		LUNCH	
5	All of the time	5	All of the time
4	Most of the time	4	Most of the time
3	Some of the time	3	Some of the time
2	Not very often	2	Not very often
1	Not at all	1	Not at all

FOR EACH GROUP, RECRUIT AT LEAST SEVEN PARENTS/GUARDIANS WHOSE CHILD(REN) PURCHASE THEIR LUNCH AT SCHOOL ALL, MOST, OR SOME OF THE TIME

9. Regardless of their grade or age, how many family members live in your household?  
\_\_\_\_\_ RECORD

10. Was your total 2008 household income at or less than \_\_\_\_\_? (**DO NOT READ: 130% OF POVERTY LEVEL BASED ON NUMBER OF HOUSEHOLD RESIDENTS – INCOME CHART PROVIDED TO INTERVIEWERS**)

1	AT OR BELOW 130% POVERTY LEVEL – SCREEN FOR SNAP ELIGIBLE GROUPS
2	MORE THAN 130% POVERTY LEVEL – SCREEN FOR NON-SNAP ELIGIBLE GROUPS

RECRUIT A MIX

Household Size (Q8)	Gross Annual HHI (130%)	Gross Monthly Income	Gross Weekly Income
1	\$13,524	\$1,127	\$282
2	\$18,204	\$1,517	\$379
3	\$22,884	\$1,907	\$477
4	\$27,564	\$2,297	\$574
5	\$32,244	\$2,687	\$672
6	\$36,924	\$3,077	\$769
7	\$41,604	\$3,467	\$867
8	\$46,284	\$3,857	\$964
Each additional member	+\$4,680	+390	+\$98

\*Food and Nutrition Service, USDA 2009.

FOR SNAP-ELIGIBLE GROUPS, MUST BE AT OR BELOW 130% POVERTY LEVEL  
 FOR NON-SNAP ELIGIBLE GROUPS, MUST BE ABOVE THE 130% POVERTY LEVEL

11. Have you (PAUSE) or anyone in your household (PAUSE) ever worked: IF NECESSARY, SAY: This includes work that you or others in the household are currently doing.

	Yes	No	Don't Know
As a nutritionist or dietitian?	1	2	3
For the local, state or federal government?	1	2	3
For the food or beverage industry?	1	2	3
For a marketing or marketing research firm or department?	1	2	3
For a public relations firm or advertising agency?	1	2	3
The news media	1	2	3

IF YES TO ANY OF THE SHADED ITEMS, TERMINATE.

12. What is/was your occupation? RECORD VERBATIM

TERMINATE IF WORKS FOR THE FOOD/BEVERAGE INDUSTRY, FOR THE GOVERNMENT, OR PR/AD AGENCY

13. Have you ever participated in any type of market research discussion group in the past six months?

1	Yes - TERMINATE
2	No - CONTINUE
3	REFUSED - TERMINATE

14. Which of the following includes your race or ethnic background?

1	American Indian or Alaska Native
2	Asian or Asian American
3	Black or African American
4	Hispanic or Latino
5	Native Hawaiian or Other Pacific Islander
6	Caucasian or White
7	Some combination of the above or some other category
8	REFUSED

RECRUIT A MIX

15. Are you currently:

1	Employed full time
2	Employed part time
3	A full-time student
4	A homemaker
5	Retired
6	Unemployed or looking for work
7	REFUSED

RECRUIT A MIX

16. What is the highest level of education you completed?

1	Some high school or less
2	High school graduate or GED
3	Some college/associate's degree/technical school
4	College graduate/beyond (bachelor's degree, master's degree,

	postgraduate)
5	REFUSED

RECRUIT A MIX

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The focus group will last approximately two hours. If I put your name down, it is very important that you make every effort to attend.

17. Will you help us with this study? IF NO, SAY: Only a few people are invited to participate and your opinions are very important to us.

1	Yes
2	No - TERMINATE
3	DON'T KNOW/REFUSED - TERMINATE

18. RECORD GENDER WITHOUT ASKING

1	MALE
2	FEMAL E

RECRUIT A MIX

19. AS APPROPRIATE: If transportation is a concern, we are able to arrange it for you. Do you need us to provide you with transportation to and from the focus group?

1	Ye s
2	No

Again, we will be reimbursing you for your help. We will also be serving refreshments. The group will be made up of eight to 12 people like yourself. Most of the time that you are there, you'll be talking with others in a group discussion.

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ALTERNATIVE PHONE, IF NECESSARY: \_\_\_\_\_

21. So that we may also mail you a map with directions to our facility, may I please have your full name and address?

NAME:

ADDRESS:

CITY, STATE:

ZIP CODE:

TELEPHONE NUMBER:

Thank you very much. We look forward to seeing you on DATE.  
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