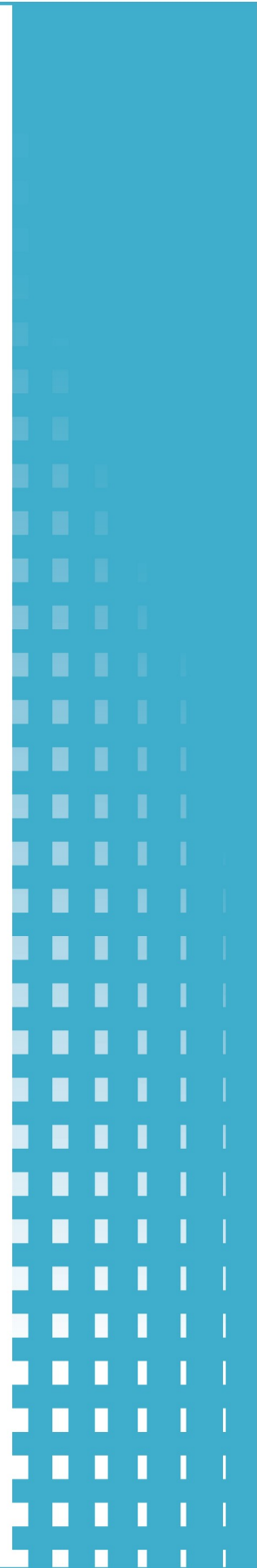


Appendix D1

Focus Group Participant Telephone Recruitment Script: English



FOCUS GROUP PARTICIPANT TELEPHONE RECRUITING SCRIPT: ENGLISH

Public reporting burden for this collection of information is estimated to average 90 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. An 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: U.S. Department of Agriculture, Food and Nutrition Services, Office of Research and Analysis, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302 ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

Hello, this is [NAME] from Westat. We're looking to talk to folks in Hampden County about the Healthy Incentives Pilot.

Before I begin, I need to ask you a few questions:

Are 18 years old or older than 18?

Are you part of the Healthy Incentive Pilot, sometimes called HIP?

IF NO TO EITHER QUESTION, THANK THE PARTICIPANT FOR THEIR CALL AND SAY GOODBYE. IF YES TO BOTH CONTINUE:

Thanks. Let me tell you a little bit about the study. I am from Westat, a research firm Rockville, Maryland. We are part of a research team that is working on a new study that we are conducting on behalf of the USDA, Food and Nutrition Service. We are asking a small group of people to join us in a discussion about HIP. We want to find out more about how HIP is working. Participation is voluntary. If you participate, you will receive \$75.00 in cash and will be served a light dinner. The focus group will take about 90 minutes.

We will be conducting [FOR ENGLISH SPEAKING FOCUS GROUPS: 2; FOR SPANISH SPEAKING FOCUS GROUPS:1] focus groups on [GIVE DATES FOR EITHER THE ENGLISH OR SPANISH SPEAKING FOCUS GROUPS] at [GIVE LOCATIONS FOR EITHER THE ENGLISH SPEAKING OR SPANISH SPEAKING FOCUS GROUPS].

Can you attend the Focus Group session?

IF NO, THANK THEM FOR CALLING AND SAY GOODBYE

IF YES, CONTINUE

Thank you. I just have a few more questions for you.

Please tell me your first and last name: [RECORD INFORMATION]

What is your address?: [RECORD INFORMATION]

What phone number is best to reach you?: [RECORD INFORMATION]

[IF NOT ABLE TO DETERMINE] Are you male or female? [RECORD INFORMATION]

Do you consider yourself to be? [RECORD INFORMATION]

- Hispanic or Latino
- Not Hispanic or Latino

What is your race? Do you consider yourself to be:

- American Indian or Alaskan Native
- Asian
- Black
- Native Hawaiian or other Pacific Islander
- White
- Other → Please specify: _____

What is your age? [RECORD INFORMATION]

Thank you. I will send you a letter today with the information about the Focus Group. The letter will have the date and time of your focus group session and the address where you need to go. I would also like to give you that information now. [GIVE DATE, TIME AND LOCATION OF THE FOCUS GROUP]

Thank you. We will call you the day before your focus group session to remind you.

Do you have any other questions?

Thanks again, Goodbye.