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Attachment H – Moderators Guide for Student Focus Groups

Section I. Getting to know each other (3 minutes)

- Hello, my name is _____, this is my friend _____, and we are researchers. Does anybody know what a researcher is? **[PAUSE]** Researchers are people who find out things by asking lots of questions. We like to find out what kids like you think about different things, because what you have to tell us is very important.
- Let's start with an easy question. What do you like to watch on TV or in the movies?
 - o So you see, sometimes we have different ideas and sometimes we have the same idea, and that's ok. There are no right or wrong answers here – I want to know what everyone has to say.
- What about the characters in those shows? Who is your most favorite? Why?

Section II. General Character Associations & Appeal (5 Minutes)

[POPULAR CHARACTER SET – Attachment J]

- Let's take a look at this board. Have you seen any of these characters before? Tell me about them.
- Is there anyone here that is really cool? ...smart? ...helpful? How do you know?
- **[SELECT 3 MOST FAMILIAR]** Tell me more about these three...
 - o What does this character like to do?
 - o What kinds of things does this character know about?
 - o What is this character's job?
 - o Does this character help others? How?

Section III. Club MyPlate Characters (15 Minutes)

[Note: rotate order of CHARACTER SET A and CHARACTER SET B between groups]

Character Set A

- *[CHARACTER SET A - Attachment I]* Now, I want to show you some other characters. They are a group of friends. Who do you see in this group? What kinds of friends are in this group?
- Let's look closely. What do they look like? What are they wearing? What other kinds of things do they have? (*Probe: Why might they have all of those things? What could they do with that stuff?*) **[IF FOOD CHARACTERS:** What are they made of? Why do you think they are made of food?]

- Let's imagine. What do you think these characters are like? (*Probe: What kinds of things do you think they like to do? What do think they would be really good at? What kinds of things do they know about?*)
- **[REVEAL NAME PLATES]** Well, this is Mealio, this is Gracie Grain, this is Dee Dee Dairy, this is Pablo Protein, this is Freda Fruit and this is Reggie Veggie. Let's start with this one. What do you think his/her name means? Why? (*Probe: How does he or she fit into the group? What might his/her job be?*) **[FOR EACH CHARACTER]**

"Let me tell you about my different friends. Each friend has their own favorite foods and their own favorite games. But they are happiest when they come together to play and to eat. Mealio is the leader of the group. He loves all the food groups together."

- Now that you've learned more about them, do you think any of these characters could be helpful? (*Probe: What could they help you do? How? What do you think they might say to you? Could they have special powers? Like what?*)
- **[SMILEY FACE IMAGE]** Think about all of these friends we have been talking about. Do you think they would be a lot of fun, a little fun or no fun at all? (*Probe: Why/Why not? Is there anyone here you would like to play with? What would you want to do with them?*)
- Do they remind you of anyone else you've seen before in books, TV, or in the movies? Tell me more about that.
- Is there anything you really like about this group of friends? Is there anything you don't like about this group? Is there anything you would like to change about them?

Character Set B

- **[CHARACTER SET B – Attachment I]** Now, this is another Mealio, Gracie Grain, Dee Dee Dairy, Pablo Protein, Freda Fruit and Von Veggie. What do you think about this group?
- **[CHARACTER SET B Attachment I]** Do you think characters like these could be helpful? What could they help you with? How would they help you? What do you think they might say to you? Could they have special powers? Is this group better than the first group of characters? Why / Why not?
- **[CHARACTER SET A]** and **[CHARACTER SET B]** Let's look at these friends closely. What's different about this other group of friends [Set B]? What do you think about that?

Section IV. Additional Content: Reader or Songs (7 minutes)

[COMPLETE EITHER THE READER DISCUSSION OR THE SONG DISCUSSION. SEE ROTATION CHART BELOW]

	Group 1	Group 2	Group 3	Group 4
Locale 1	Reader	Song	Reader	Song
Locale 2	Reader	Song	Reader	Song
Locale 3	Reader	Song	Reader	Song

Reader Discussion – Attachment K: Emergent Reader

- Now we're going to read a story. This story is not done yet and we will use your ideas to finish it.

[READ STORY ALOUD]

- What was it all about? (*Probe: What happened in the story? What did Mealio want to do? How did he do it? What did he need? Who helped him?*)
- **[SMILEY FACE IMAGE]** Let's think about the story we just read together. Did you like that story a lot, a little bit or not at all? Why/Why not?
- What is Club MyPlate? (*Probe: What does it mean to be in this club? How does the club work? How do they get things done? Do you think there is a leader?*)
- Would you want to be part of this club? Why/why not?
- **[CHARACTER SET A and CHARACTER SET B – Attachment I]** Would you like to see any of these friends in that story? Which ones? Why would they be good for the story? What would they do in the story?

Song Discussion

- Now, I'd like to talk about food groups. Can anybody tell me about the different food groups? What are the different food groups? How many food groups are there?

Let's listen to a song! During this song, it's ok if you want to move around to the music or sing but I need you to remember to use your listening ears. **[POINTS TO EARS]**

[PLAY SONG THEN STOP Attachment O: Song Lyrics and Song]

- What did you hear in that song? What was the song about? Did the song ask you to do anything?

You all are such great listeners. Let's listen one last time.

- **[PLAY SONG AGAIN & CONTINUE W/ SONG IN BACKGROUND]** So, what is this song all about? What are some of the things you hear? What does the singer want you to know?
- **[SMILEY FACE IMAGE]** When we were listening to that song, did you like that song a lot, a little bit or not at all? Why?
- What kinds of foods were in the song? Tell me more.
- Have you ever heard a song like this before? Tell me more about that.
- I want to ask you again, can you tell about the different food groups?
- How many different food groups are there?

You have been great and have helped me a lot.
Thanks so much for talking with me today!