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Attachment D 1: USDA Moderator Guide Discussion for Journal Follow-Up Guide

CNPP Journaling Activity Journal Follow-Up Guide

I. Introductions and Personal Values (15 minutes)

A. Guidelines

1. Independent researcher
2. No right or wrong answers—interested in your thoughts and feelings based on whatever experiences or information you have already.
3. Not looking for consensus
4. Note recording, etc.

B. Participant intro

1. Home life (who or what lives at home)
2. Professional life/interests
3. Personal priorities - At this point in your life, what are the 3 things that are most important to you? Take a minute to write these things down. (Moderator: try to draw people out. Probe on what is important to them and why: family, religion, country, health, personal time, etc.)
 - a. When did these things become important to you? In other words, have they always been this important?
 - b. How much are you able to focus on these things that are important to you? As much as you would like?
 - c. [IF NO:] What gets in the way? What gets your focus instead? How does that make you feel?

II. Image Exploration- (25 minutes)

Respondents are instructed to collect 7-10 images that represent their thoughts, feelings, impressions, about what they learned about themselves during the two week journaling session. These can be photographs, pictures torn out of magazines, newspaper clippings, images they print from the web, hand drawings – images in any medium. Respondents will bring the images with them and be prepared to talk about what they see in them.

- ##### A. Before we get to the imagery, I want people to tell us what they thought about journaling for the last few weeks?
1. What did you learn about yourself?

2. What did you like?
3. Were there any parts of the journaling that you found difficult?
4. Have any of your behaviors changed at all as a result of being part of this research? Why or why not? [IF YES: Which one(s)?]

B. How many pictures did you bring? (INSTRUCTIONS WERE 7-10)

1. Take a minute and choose 2 or 3 for us to talk about. We'll go through more if we have time, but let's start with 2 to 3. Try to pick ones that represent how you felt about yourself while journaling for us.

C. IMAGE EXPLORATION (Round robin)

1. **HOLD PICTURE UP TO THE WEBCAM:** First, tell me about one of your pictures—describe it to me (probe on who, what, when, where, why).
2. What is the *story* that you see in this picture? Describe it to me as you would a story (or movie/book).
3. What does this picture *mean* to you? What is the feeling or idea it conveys for you?
4. Thinking about all of the pictures that people shared, are there any common themes? What, if anything, strikes you about the pictures the group shared?

III. Your Routine (20 minutes)

A. We spent a lot of time having you write about your routine in a journal. Now, we would like to review what you documented for us. (**Moderator note: probe around instances where meals/ foods played a role in their daily routine**)

1. Describe how you typically feel when you leave the house in the morning.
 - a. To what extent, were those feelings typically brought on by what had occurred or what you anticipated the day will be like? Explain
 - b. What images that you brought represent how you typically feel at the start of the day? Discuss.
2. Describe your typical snacking habits (in between meals)?
 - a. Did you have any snacks today?
 - b. How did you typically feel before and after eating a snack?
3. How do you typically feel when you come back home in the afternoon/ evening during a weekday?
 - a. To what extent, are those feelings typically brought on by what had occurred that day or by what you anticipated the evening will be like once you got home? Explain.
4. How do you typically feel when you go to sleep?
 - a. To what extent, are those feelings typically brought on by what had occurred during that day or by what you anticipate the next day to be like? Explain.

- b. What images that you brought represent how you typically feel at the end of a weekday? Discuss.
5. (Thinking back on these journaling days) How did what you ate impact how you felt as you moved through the day?
6. During the journaling, you gave us a sense of your routines, tell us where would you say that “being healthy” fits in? [LINK BACK TO PRIORITIES NOTED AT THE BEGINNING OF THE GROUP, IF HEALTH MENTIONED, ASK:] Do you make your health a priority? How? How does “health” fit into your routine?

IV. Recent Meal (25 minutes)

A. Recent Meal: Three groups [1 group will discuss lunch and 2 groups will discuss dinner [Directions for Moderator: Ask respondents to write down what the last meal they had for lunch or dinner. One group will discuss lunch, the other two will discuss dinner] (25 minutes)

1. Let’s talk about lunch/ dinner.
 - a. Describe your most recent lunch/ dinner – anything you can recall about the food/people/place/ feelings? [Probe, time constraints, taste, convenience, availability, cost, family/friends influence]
 - b. How, if at all, did this lunch/ dinner differ from the ones you wrote about? [Probe: Why do you usually have this?]
 - i. **If not:** What would be your typical lunch/ dinner? Why did you choose to eat something different?
 - ii. Now, let’s take a look at some of the images. What images represent your typical recent lunch/ dinner? Why?
 - c. Is making sure your meals are nutritious important to you? How do you make sure that a meal is nutritious?
 - i. How do you balance nutritious meals vs
 - (a) Cost
 - (b) Time
 - (c) Taste
 - d. During a typical weekday, describe for me your ideal lunch/ dinner.
 - i. Who is there?
 - ii. What are you eating?
 - iii. What makes it “ideal”?
 - iv. How are you feeling during the meal? After the meal?

B. WRITTEN When it comes to food or beverages, do you have a “guilty pleasure?”

1. What is it?
2. The term “guilty pleasure” suggests that it is something that you should not have. What makes this food/beverage a “guilty pleasure”?
3. Describe occasions when you are most apt to eat it.
4. Are there emotions you typically feel before you eat it?
5. How do you typically feel while eating it?

6. How do you typically feel once you are finished?

V. Nutrition and emotions (30 minutes)

A. Nutritional choices

1. What are some of the barriers to making sure you are consistently eating a healthy meal? **Probe on:**

- (a) Cost
- (b) Time
- (c) Taste

b. What else stands in your way of making healthy food decisions? What makes you say that?

2. During several days of the journaling we asked you to note when you felt a number of different emotions. Let's go through the list and let's see how, if at all, what/ where/ when you ate played a role in how you felt or was a result of how you felt. (If necessary add: for example did certain feelings lead you to make certain food choice or did certain foods/ meals make you feel a certain way.)

- a. Happy
- b. Stressed
- c. Angry
- d. Tired
- e. Anxious
- f. Excited

3. What are you doing to ensure you experience more positive feelings?

- a. How, if at all, do you think what you eat influences how you feel?

B. Let's take a step back and think about living a healthy life. What does that mean to you?

- 1. What role does the food you eat play a role in a healthy life?
- 2. What role does exercise play a role in a healthy life? (Discuss exercise habits if not already discussed)
- 3. What role does your emotional state play in living a healthy life? And in making good nutritional choices?
- 4. What would make it easier for you to live a long and healthy life? How do you know?

C. What is the most recent change you've made in your life to improve your health?

- 1. Where or how did you see it/hear about it?
- 2. What made it stick?
- 3. How do you feel about the change now?

- D. Looking forward, what change related to nutrition would you **like** to make in your life to improve your health?
1. What, if anything, is stopping you from making that change?
 2. What change related to nutrition do you think you would be *most likely* to make in your life to improve your health?
 - a. [IF DIFFERENT THAN THE ONE THEY'D LIKE TO MAKE:] Why is this change different from the one that you would most *like* to make?

VI. Close (5 minutes)

WRITTEN

- A. Finally, if there was one habit of yours that is NOT related to food/ health that you could get rid of what would it be?
1. What, if anything, is stopping you from making that change?

MODERATOR COLLECTS FINAL BACKROOM QUESTIONS