

APPENDIX F1: FARMERS' MARKET FOCUS GROUP PARTICIPANT RECRUITMENT SCRIPT

Focus Groups with SNAP Participants about Farmers' Markets and Shopping Patterns

Groups will be held in Baltimore and Washington, DC

Whom to recruit

- **In each site, we want:**
- 10-12 adults, age 18 or older who:
 - Are current SNAP participants
 - Have shopped at a farmers' market within the past X months
- 10-12 adults, age 18 or older who:
 - Are current SNAP participants
 - Have NOT shopped at a farmer's market within the past one year
- TOTALS FOR EACH SITE: 20-24 individuals in each site, all of whom are SNAP beneficiaries; half of whom have shopped at a farmer's market within the past X months
- Mix of education levels. No more than 2 with an advanced degree; At least 5 with only some college or below; At least 2 with high school/GED or below.
- Mixed racial background (at least 3 non-White)
- Gender Mix. No more than 6 of one gender
- Only one person recruited per household.
- CONVERSANT IN ENGLISH

What will the recruits be asked to do?

- Come to a community space (public library, meeting room in a community center) and participate in a discussion with about 10 other people;
- The group will last about 60 minutes.
- Participants will be asked about places in the community where they buy fruits and vegetables, their experiences using their EBT cards, and any experiences they might have had with local farmers' markets
- A light meal will be served prior to the group;
- Participants will receive \$60 at the end of the group.

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SNAP Participants' Focus Groups

- Participant Recruiting Screener-

Name: _____ Phone: _____

[FOR RETURN/OUTGOING CALLS] Hello, this is _____ calling from Westat, a research company in Rockville, Maryland. You responded to our advertisement for volunteers for a research study.

We are recruiting participants for focus groups about shopping for fruits and vegetables being conducted for the Food and Nutrition Services within the U.S. Department of Agriculture (USDA). You would participate in a small group (about 10 other people) discussion about where you shop for fruits and vegetables, your perceptions of certain shopping locations in your community, and your experiences using your EBT card for these purchases. The focus groups will be held in the first three weeks of December and will last for about an hour.

But to find out if you are eligible for this study, I need to first ask you a few questions.

1a. Do you live in Baltimore, or Washington, DC?

Baltimore :__:

DC :__:

1b.. Are you currently receiving SNAP benefits? [If respondent asks for clarification: "SNAP" stands for the "Supplemental Nutrition Assistance Program" operated by the USDA. It used to be known as "food stamps." If you participate in the SNAP program, you have an EBT card - which is like a debit card - you can use when you shop for groceries.]

YES :__:

NO :__: (NOT ELIGIBLE)

1c. What is your age?

:__: (IF UNDER 18, NOT ELIGIBLE)

1c. Have you **ever worked or sold products** (e.g., fruits, vegetables, homemade goods) in a local **farmers' market**?

YES :__: (NOT ELIGIBLE)

NO :__:

2. During the past one year (2011), have you shopped - even just one time - at a farmers' market in [**Baltimore or DC**]?

YES :__:

NO :__: GO TO 2b

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2b. Have you heard of [the 32nd Street Farmers’ Market in Baltimore] [the Ward 8 Farmers’ Market in DC]?

YES :__:

NO :__: (NOT ELIGIBLE)

3. RECORD GENDER. IF NOT OBVIOUS, ASK: Are you male or female?

MALE :__:

FEMALE :__:

4. What is the highest level of education you have completed?

LESS THAN HIGH SCHOOL :__:

HIGH SCHOOL / GED :__:

SOME COLLEGE/VOC. ED :__:

COLLEGE DEGREE :__:

GRADUATE SCHOOL :__:

5. What is your ethnic background?

HISPANIC OR LATINO :__:

NOT HISPANIC OR LATINO :__:

6. What is your race? (SELECT ONE OR MORE)

AMERICAN INDIAN OR ALASKA NATIVE :__:

ASIAN :__:

BLACK OR AFRICAN AMERICAN :__:

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER :__:

WHITE :__:

Thank you. Give me one moment to determine if you are eligible [CHECK RECRUITING TARGETS]

IF NOT ELIGIBLE: I’m sorry, we cannot use you at this time. Is it okay if we keep your information on our list so that we can contact you about future studies? Thank you for your time.

IF ELIGIBLE:

APPOINTMENT

Thank you for answering my questions. I’d like to invite you to participate in a focus group discussion that will be held...:

BALTIMORE, SHOPPERS [60-75 minutes]

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Saturday, TBD January from 11a - 1p (light lunch will be served starting at 11a)
Waverly Branch Library
400 East 33rd Street
Baltimore, MD 21218-3401
(410) 396-6053

BALTIMORE, NON-SHOPPERS [60 minutes]

Weeknight, TBD January from 6p- 8p (light supper will be served starting at 6p)
Waverly Branch Library
400 East 33rd Street
Baltimore, MD 21218-3401
(410) 396-6053

WASHINGTON, NON-SHOPPERS [60 minutes]

Weeknight, TBD January 6p-8p (light supper will be served starting at 7p)
THEARC (Town Hall Education Arts Recreation Center)
1901 Mississippi Avenue, SE
Washington, DC 20020
www.thearc.org 202-889-5901

WASHINGTON, SHOPPERS [60-75 minutes]

Saturday, TBD January from 11a - 1p (light lunch will be served starting at 11a)
THEARC (Town Hall Education Arts Recreation Center)
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Washington, DC 20020
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May I please [have/confirm] your address? (We need your address so that we can send you directions on how to get to the interview location.

Name: _____

Address: _____ **ONLY ONE PER HOUSEHOLD**

Email address: _____

I will send the directions out to you shortly and we will contact you a day or so in advance to remind you of the focus group. If you have to cancel your interview, please call back so that we can schedule someone else in your place, OK?