

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

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Groups will be held in [3 SITES]

Whom to recruit

- In **[TWO TO-BE-DETERMINED SITES]**, we want **FOR EACH SITE**:
 - 20-24 adults, age 18 or older who:
 - Are current SNAP participants
 - Have shopped at a farmers' market more than 2 times within the past 12 months
 - Are fluent in English
 - 20-24 adults, age 18 or older who:
 - Are current SNAP participants
 - Have shopped at a farmers' market between 0 and 2 times within the past one year
 - Are fluent in English
- In **[ONE SITE TO BE DETERMINED]**, we want:
 - 20-24 adults, age 18 or older who:
 - Are current SNAP participants
 - Have shopped at a farmers' market more than 2 times within the past 12 months
 - Half of whom are fluent in Spanish only; half of whom are bi-lingual and are comfortable participating in a Spanish-language group.
 - 20-24 adults, age 18 or older who:
 - Are current SNAP participants
 - Have shopped at a farmers' market between 0 and 2 times within the past one year
 - Half of whom are fluent in Spanish only; half of whom are bi-lingual and are comfortable participating in a Spanish-language group.

FOR ALL GROUPS

- 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, if possible
- At least three individuals who are aged 65 or older
- At least three individuals who are parents of young children and receive WIC
- Only one person recruited per household.

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, the facilitators and barriers to shopping at farmers' markets, and their experience with any incentive programs.
- A light meal will be served prior to the group;
- Participants will receive \$60 at the end of the group.

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.

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

E1. Focus Group Recruitment Script -- English

1. 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)

2. What is your age?

:__ : (IF UNDER 18, NOT ELIGIBLE)

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

YES :__ : (NOT ELIGIBLE)

NO :__ :

- 4a. During the past one year (2011), have you shopped – even just one time – at a farmers' market in [**LOCATION**]?

YES :__ : GO TO 5

NO :__ : GO TO 4b

- 4b. Have you heard of [the **NAME OF MARKET IN LOCATION**]?

YES :__ :

NO :__ : (NOT ELIGIBLE)

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

MALE :__ :

FEMALE :__ :

6. 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 :__ :

7. What is your race or ethnic background?

E1. Focus Group Recruitment Script -- English

WHITE :__:
BLACK/AFRICAN AMER. :__:
HISPANIC/LATINO :__:
ASIAN :__:
SOMETHING ELSE :__:

8. In the past year, did you or anyone who lives in your household get WIC Farmers Market Nutrition Program coupons?

- No
- Yes

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...:

- DATE and TIME
- LOCATION
- ADDRESS of LOCATION
- FACILITY PHONE NUMBER
- Details about when light meal will be served

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: _____

E1. Focus Group Recruitment Script -- English

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?