

- SCREEN SHOTS AND URL FOR FOCUS GROUP DISCUSSION WITH CHILD NUTRITION PROFESSIONALS

As described in Attachment A (Study Design), child nutrition professionals will be invited to participate in a Web-based focus group to discuss the USDA Commodities Program. This technology allows participants to see and speak to one other and also view visual images.

Participants will click on the following link to access the focus group room and will log-in as guests:

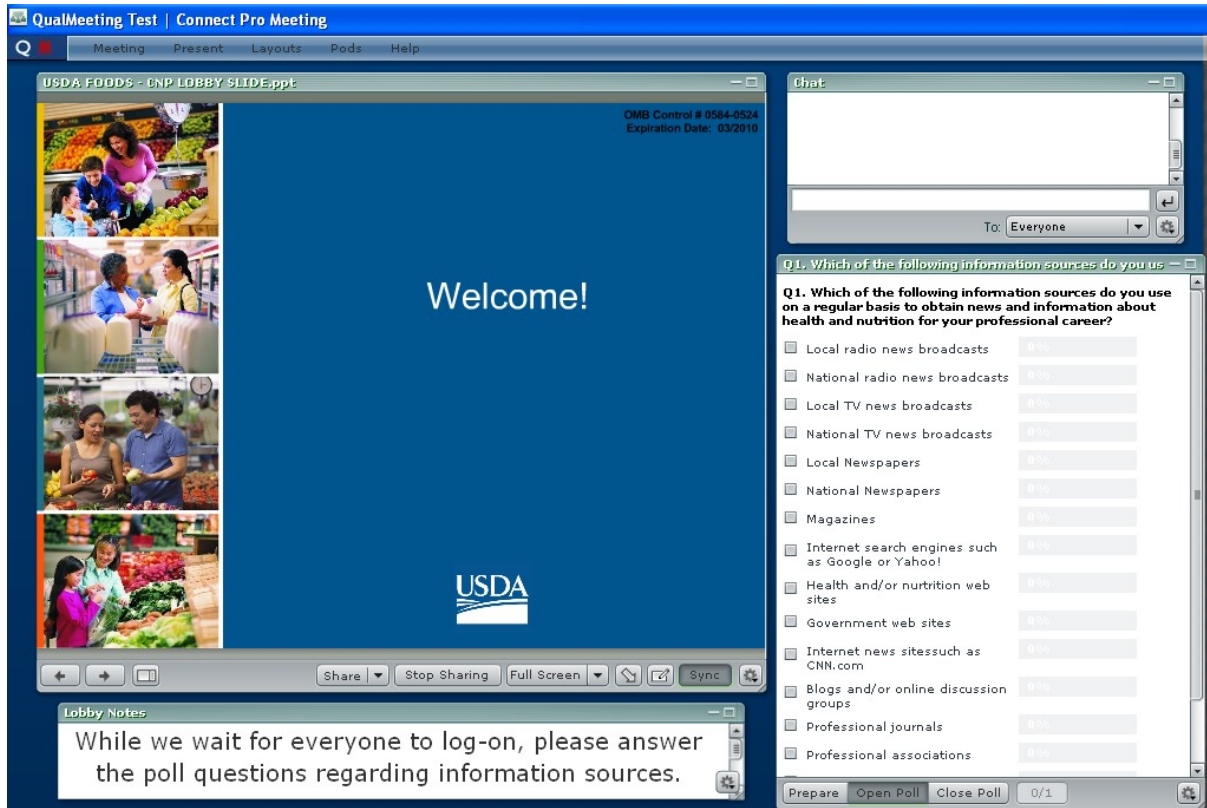
<http://qualmeeting.acrobat.com/fleishman/>

Sample screen shots of the focus group room and how participants will interact with each other and the visual images are included on the following pages.

Please note that all questions outlined in Attachment J (Focus Group Discussion Guide for Child Nutrition Professionals) will be asked during the Web-based focus groups and handouts will appear as polls on the screens. The OMB Control Number and expiration date will always be visible to participants.

Screen Shot 1: Lobby Area

When participants first enter the focus group room, they will be in the Lobby Area until everyone has logged in and the moderator is ready to start the group. During this time, participants will answer the poll questions (Handout A of Discussion Guide).



Screen Shot 2: OMB Burden Statement and Confidentiality

Before starting the discussion, the moderator will read the OMB Burden Statement and make sure everyone consents to participate in the discussion.

At this point, participants will be able to see one another via web cameras.

The screenshot displays a QualMeeting Test interface. The main window shows a slide titled "Confidentiality Agreement" with the following content:

Confidentiality Agreement

OMB Burden Statement:

- According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to average 1 hour 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. 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 Service, Office of Research and Analysis, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

USDA Commodities

- Opinion surveys, written notes by observers, and audiotape recordings created by a research study are called research records. The research records that will be collected and used for this study may include an opinion survey, written notes, and an audiotape made during your participation in the focus group discussion. However, your comments and survey responses will be shared only in the aggregate with those from the other participants within the written report. The focus group project director, an employee of an independent research company, Fleishman-Hillard Research, will maintain possession of the research records and will destroy them upon completion of the written research report.
- Aggregated information/results from this study and portions of audio recordings (with no identification of individuals by name) may be presented in meetings or oral presentation to the USDA, Food and Nutrition Service (FNS). Your name, and any information that can be traced back to you, will not be included in any reports or meetings.

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Expiration Date: 03/2010

The USDA logo is visible in the bottom right corner of the slide.

On the left side of the interface, there is a "Camera and Voice" window showing a camera icon and a microphone icon. Below it is a poll window titled "Q2. Confidentiality Agreement: I understand that all information revealed during this focus group will be held strictly confidential by the research team collecting this information. I understand that my name will not be used in any meetings or reports regarding the focus group discussions." The poll options are:

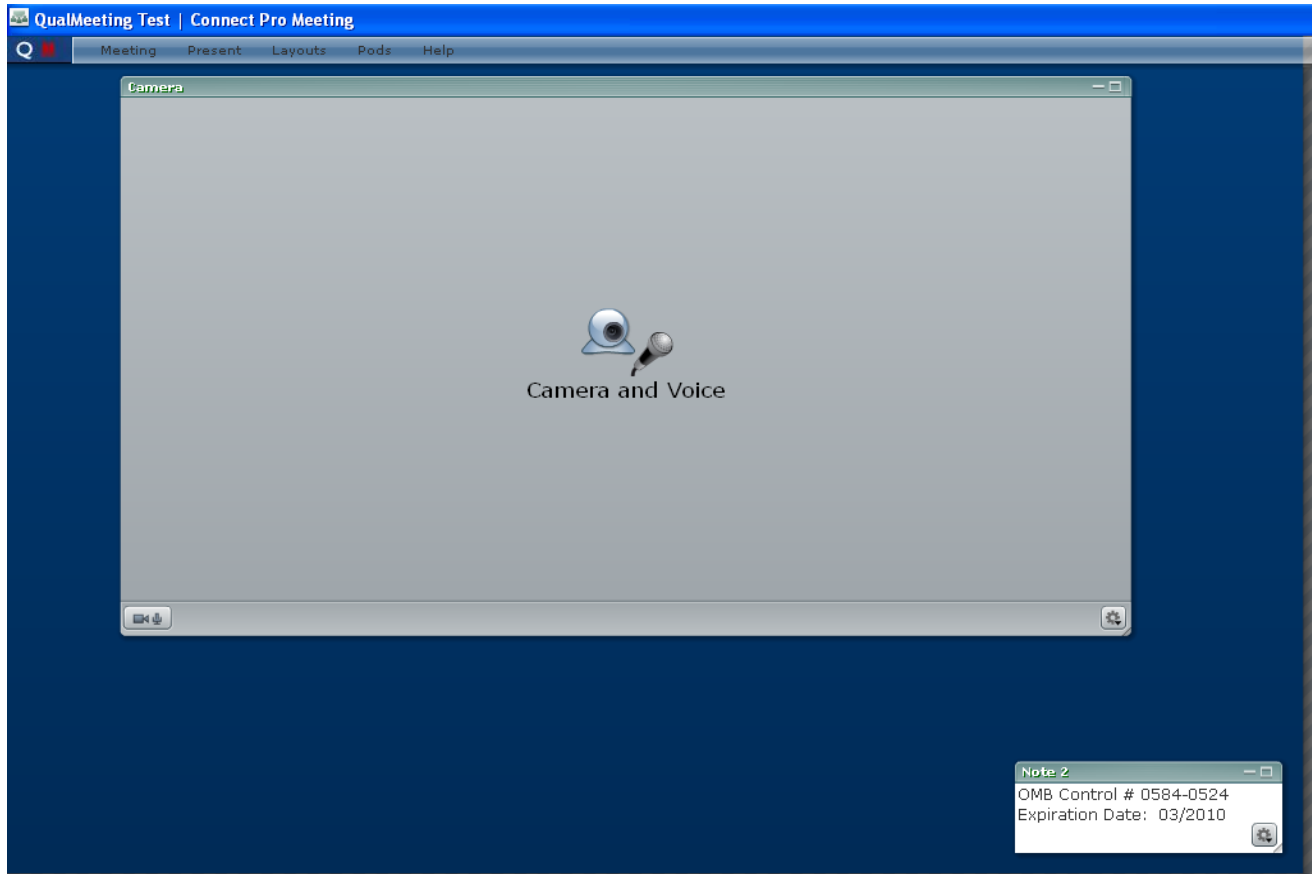
- 1 Agree
- 2 Disagree
- No Vote

There is also a "Broadcast Results" checkbox which is unchecked. The poll window includes buttons for "Prepare", "Open Poll", and "Close Poll", and shows a count of "0/1".

Screen Shot 3: Web Cameras

When not viewing creative elements, participants will be able to see each other in this room. The OMB Control Number and expiration date will also be visible.

(NOTE: When participants are logged into the room, there will be multiple camera/voice pods on this screen)



Screen Shot 4: Creative Concepts and Polls

When participants are providing feedback to any creative concepts (e.g., names, taglines, messages or logos), these concepts will appear on the screen. Participants will complete a number of polls (identical to Handouts B, C, D, E and F in the discussion guide).

The screenshot displays a QualMeeting Test interface. The main window shows a presentation slide titled "Potential New Program Names" with a list of six options. A poll window is open in the bottom-left corner, showing the same question and options, with "2 USDA Nutritious Choices" selected and 100% of the vote.

Q4. Which of the following names best describes a program that helps provide access to healthy foods?

| | | |
|--|------|---|
| <input type="radio"/> 1 USDA Foods | 0% | 0 |
| <input checked="" type="radio"/> 2 USDA Nutritious Choices | 100% | 1 |
| <input type="radio"/> 3 USDA Healthy Choices | 0% | 0 |
| <input type="radio"/> 4 USDA Wholesome Options | 0% | 0 |
| <input type="radio"/> 5 USDA Nutritious Foods | 0% | 0 |
| <input type="radio"/> 6 USDA Nutritious Options | 0% | 0 |
| <input type="radio"/> No Vote | | |

Broadcast Results

Prepare Open Poll Close Poll 1/1

Potential New Program Names

| |
|---------------------------|
| 1 USDA Foods |
| 2 USDA Nutritious Choices |
| 3 USDA Healthy Choices |
| 4 USDA Wholesome Options |
| 5 USDA Nutritious Foods |
| 6 USDA Nutritious Options |

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