

Attachment C

OMB Control # 0584-0524
Expiration Date: 03/31/2013

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 to complete this information collection is estimated to average 90 minutes 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.

USDA/FNS Formative Messaging Triad Moderator's Guide (Low-income Mothers of Children 2-5 years of age) Milk and Whole Grain Messages

I. WELCOME AND GROUND RULES (5 minutes)

Welcome everyone. My name is _____. I am an independent marketing researcher. Thank you for coming for this discussion. Before we begin, I'd like to explain a few things about the discussion.

1. First of all, I want everyone to know there are **no wrong answers**. (We want to know your opinions and those opinions might differ. This is fine. We want to know what each of you thinks about the topics we will be discussing.)
2. You have probably noticed the microphones in the room. They are here because we are **audiotaping** the discussion. Afterwards, I have to write a report. I want to give you my full attention and not have to take a lot of notes. Also, because we are taping, it is important that you try to **speak one at a time**. I may occasionally interrupt you when two or more people are talking at once in order to be sure everyone gets a chance to talk and that responses are accurately recorded.
3. Behind me is a one-way mirror. Some of the people working on this project are observing this discussion so that they can hear your opinions directly from you. However, your identity and anything you personally say here will remain confidential. By confidential I mean your names, addresses, and phone numbers will not be given to anyone, and no one will contact you after this group is over. When I write my report, I will not refer to anyone by name.
4. Please turn off your **beepers & cell phones**. The group will last only 90 minutes. Should you need to go to the restroom during the discussion, please feel free to leave, but we'd appreciate it if you would go one at a time.
5. Feel free to say what is on your mind. If you have something negative to say, it is all right. Remember, there are no right or wrong answers. We just want to hear your opinions.

II. INTRODUCTION (5 minutes)

1. Now, first let's spend a little time getting to know one another. Let's go around the table and introduce each of ourselves. Please tell me:
 - First name, and
 - What local area you live in,
 - Who you live with (ages of children), pets, plants, etc. and
 - A little bit about yourself—such as what you do for a living, a favorite hobby, and...

[MODERATOR: Instruct respondents that when questions in the guide refer to children, they should think of their 2-5 year-old child/ren, even if they have another child in a different age range. REMIND

THEM OF THIS THROUGHOUT THE SESSION]

III. WARM UP/HELPING CHILDREN STAY HEALTHY (5 minutes)

1. Let's begin our discussion this evening by discussing how we help our 2-5 year-old children eat healthfully.
 - a. What types of foods are important for your children's healthy growth and development? Let's make a list. [MODERATOR WRITE RESPONSES ON EASEL; PROBE: MILK/MILK PRODUCTS, FRUITS & VEGETABLES, WHOLE GRAINS]
 - i. Looking at this list, what would you say is MOST important? What makes you say that?
 - ii. Now, which of these foods do your preschoolers eat more readily, and which ones do they dislike eating? What makes you say that? [BRIEFLY GO THROUGH LIST AND IDENTIFY WITH RESPONDENTS WHICH THEIR KIDS EAT READILY/WHICH THEY DISLIKE]

IV. LOW-FAT MILK/MILK PRODUCTS (15 minutes)

1. Now let's focus on what your 2-5 year-old child drinks.
 - a. What types of beverages do you offer your 2-5 year-old child at meals and snacks? [PROBE FOR MILK]
 - b. Let's talk specifically about milk. How often does your 2-5 year-old child drink milk?
 - c. Do you usually buy milk? What type? [IF NECESSARY, PROBE: lowfat, whole, skim, 1%, 2%, flavored vs. plain]. Why do you buy that type of milk?
 - i. [If multiple types] Which type do you offer your 2-5 year-old to drink?
 - d. And do you usually buy milk products? What type? [IF NECESSARY, PROBE: cheese, yogurt and probe to assess whether they buy low-fat/fat-free varieties.] Why do you buy those types of milk products?
 - i. Which of these milk products do you offer your 2-5 year-old and/or does your 2-5 year-old child eat?
 - e. When do you usually offer your 2-5 year old child milk and milk products? [PROBE: specific meals, with snacks]
 - i. Is milk usually the only drink you offer to them, or do you give your 2-5 year old child other drink choices? If other drink choices, what are they?
 - ii. [IF APPROPRIATE] Is your 2-5 year old child offered milk and milk products like cheese or yogurt at child care? Do you know what kind of milk they are offered there? What kind of milk products?
 - f. Does your 2-5 year old enjoy drinking milk or eating milk products like cheese or yogurt? What do they like, in particular? [PROBE: MILK WITH SPECIFIC MEALS/SNACKS, SPECIFIC MILK PRODUCTS, ETC.]
 - g. Does your 2-5 year old dislike drinking milk or eating milk products like cheese and yogurt?

- i. [IF APPROPRIATE] In what certain situations does he or she particularly dislike drinking milk or eating milk products like cheese and yogurt?
 - ii. [IF APPROPRIATE] What are some things you say/do, if anything, to try to encourage your 2-5 year old child to drink milk and/or eat cheese or yogurt? [PROBE: Flavored milks]
- h. Do you personally drink milk at meals or with snacks? Why/why not?
- i. Do you personally eat cheese or yogurt at meals or with snacks? Why/why not?
- j. How important do you think *milk* and/or *milk products* like cheese and yogurt are to your good health and your kids? What makes you say that?
 - i. What are the benefits of drinking milk and/or eating milk products like cheese or yogurt?
 - ii. What is the recommended amount of milk and/or milk products, like cheese or yogurt, for kids ages 2-5?
- k. Earlier we talked about what types you buy – for example, lowfat, whole, skim, 1%, 2%.
 - i. Do you think one type is more or less healthy for you and your kids? If so, which one and why?
 - ii. Do you think that the fat in whole milk can be unhealthy for 2-5 year old kids? What makes you say that?
 - iii. Have you changed the type of milk you offer your child since first introducing them to whole milk as babies?
 - 1. [IF APPROPRIATE] When did you make the change, and what made you do so? Were you ever told to change the type of milk? If so, who suggested this? [PROBE: doctor, nurse, WIC, friend, etc.]
 - 2. What was your experience? [PROBE: Did your child notice a difference when you made the switch?]
 - iv. At what, if any age should people switch from whole milk to a lower-fat milk? What makes you say that?
 - v. What, if any, concerns do you have about serving your 2-5 year-old low-fat milk?
 - vi. How about flavored milk such as chocolate milk? Do you feel that these are more or less healthy than plain milk? Why?

V. WHOLE GRAINS (15 minutes)

1. Now let's focus on your 2-5 year old child eating whole grain foods.
 - a. What are some whole grain foods that you can think of? [MODERATOR WRITE RESPONSES ON EASEL. PROBE IF NECESSARY: cereal, bread, pasta, oatmeal, etc.]
 - b. Do you usually buy whole grain foods?
 - i. [FOR THOSE WHO BUY] What type of whole grain foods? [IF NECESSARY, PROBE: bread, pasta, cereal, tortillas, etc.] Why do you buy those foods?

1. Is it easy or difficult is it to know which foods are whole grains?
 - a. How do you know – what do you look for? [MODERATOR: probe to understand whether they know what to look for]
 - ii. [FOR THOSE WHO DO NOT BUY] What are some of the reasons why you don't buy whole grain foods? [PROBE: PRICE, TASTE, ETC.]
 - c. When do you usually offer your 2-5 year old child whole grain foods? [PROBE: meals, with snacks]
 - i. What types of whole grain foods do you most often offer them? Why these foods?
 - ii. [IF APPROPRIATE] Are they offered whole grains at child care? What kinds?
 - d. Does your 2-5 year old enjoy eating whole grains foods? What do they like, in particular? [PROBE: SPECIFIC FOODS SUCH AS WHOLE WHEAT BREAD, TORTILLAS, OATMEAL, ETC.]
 - e. Does he or she dislike eating whole grain foods?
 - i. [IF APPROPRIATE] In which situations does your 2-5 year old particularly dislike eating whole grain foods?
 - ii. [IF APPROPRIATE] What are some things you say/do, if anything, to try to encourage your 2-5 year old child to eat whole grain foods?
 - f. Do you personally eat whole grains at meals or with snacks? Why/why not?
 - g. Generally speaking, how important do you think whole grains are to your good health and your kids? What makes you say that?
 - i. What is the recommended amount of whole grain foods for kids ages 2-5?
 - ii. And, what is the recommended amount of whole grain foods for adults?
 - h. What are the health benefits of whole grains for adults and young children? Let's make a list. [MODERATOR WRITE RESPONSES ON EASEL. PROBE IF NECESSARY: good source of fiber, reduced risk of some chronic diseases, heart-healthy, etc.]
 - i. How important are these benefits, in your opinion? What makes you say that?
 - ii. Which would you say are MOST important? What makes you say that?
 - iii. Would you say any of these benefits are more or less important when it comes to your health as compared to that of your kids? What makes you say that?
2. In your opinion, what do you think is the hardest part about being a mom trying to help her 2-5 year old children eat whole grains?

VI. STRATEGIC MILK MESSAGES (15 minutes)

1. As you know, we just discussed how it is difficult to get our families to eat healthfully. Now, we are going to read some statements written to help people to get themselves, and their children, to drink low-fat milk and eat low-fat milk products, and then we'll read some statements written to assist moms in helping their children learn to love whole grain foods.

So first, we are going to look at a set of statements. Each statement is written on a card. I would like you to sort these cards. Place the card with the statement that you **find to be most convincing** on top. Put the one that does the second-best job underneath that one, and so on and so forth, until you get to the card that did the worst job (which should be on the bottom).

After you have done that, you will notice that each card has a letter in the lower right-hand corner. On **Handout A**, please write the letters of the cards in the order in which you have stacked them. Then, we'll talk about it.

[NOTE TO MODERATOR: To the extent possible, try to get respondents to ignore issues with grammar and/or word choice. The key is to have them focus on the concepts.]

Letter	Milk Messages
T	Set the table with low-fat milk, and set the example. You can influence your children’s healthy eating habits. Serve low-fat or fat-free milk (1% fat or less) at meals and snacks. And, drink it yourself.
M	There’s no power like Mom power. You have what it takes to help your kids develop healthy eating habits for life. Offer them low-fat or fat-free milk (1% fat or less) and milk products several times a day.
F	Mom is a child’s first teacher. You teach by doing. Every time you drink low-fat or fat-free milk (1% fat or less), or eat low-fat cheeses or yogurt, you’re teaching your kids to eat for better health.
S	Strong bodies need strong bones. Give your preschooler low-fat or fat-free milk (1% fat or less) and low-fat or fat-free yogurt and cheese at meals and snacks. They’re packed with vitamins, calcium, and protein for strong, healthy bones.
N	At age two, switch your kids to low-fat or fat-free milk. Your kids can get all the same vitamins and calcium of whole milk, without the fat they no longer need.
L	Love and nourish them. Show them how much you care. Serve your kids low-fat or fat-free milk (1% fat or less), cheese and yogurt and help them learn healthy habits for life.

[GO AROUND TABLE:] Which one did the best job? The second best job? Take a moment and explain why you selected those as your top two? [PROBE: likes, main idea/takeaway]

- a. Did these two rise to the top, or were there others that you thought were just about as good as these were? Which others, if any, were close to the top for you? What did you like about them?
- b. [GO AROUND TABLE:] Now, let’s look at the other side of the coin. Which **TWO** did not speak to you at all? [IF NECESSARY:] Which **TWO** statements were at the bottom of your stack? Please explain why you thought these statements did a bad job.
- c. Were any of the statements confusing to you? Which one(s)? What about them were confusing?

VII. STRATEGIC WHOLE GRAIN MESSAGES (15 minutes)

1. Now we’ll look at a second set of messages about whole grain foods, and we’ll do the same sorting exercise. Like last time, please place the card with the statement that you **find to be most convincing** on top. Put the one that does the second-best job underneath that one, and so on and so forth, until you get to the card that did the worst job (which should be on the bottom).

After you have done that, you will notice that each card has a letter in the lower right-hand corner. On **Handout B**, please write the letters of the cards in the order in which you have stacked them. Then, we’ll talk about it.

[NOTE TO MODERATOR: To the extent possible, try to get respondents to ignore issues with grammar and/or word choice. The key is to have them focus on the concepts.]

Letter	Whole Grain Messages
G	Whole grains first. Read the label and choose foods that list whole grains first on the ingredient list. Look for words like whole wheat, rolled oats, brown rice or whole grain cornmeal.
P	Make your house a powerhouse. Bring home whole grains. Stock up on whole grain breads, pastas, tortillas, crackers and cereals. They're packed with B vitamins, minerals and fiber to power your family through the day.
I	Make mealtime whole grain time. It's easy to make meals and snacks healthier when you include whole grains. Packed with B vitamins and fiber, every serving promotes heart health and overall health, too.
H	Give yourself and those you love the goodness of whole grains. Make at least half of your daily bread, pasta and cereals whole grains. They may help control weight, and they're good for your heart and overall health.
E	Start them early with whole grains. It's easier to get your kids in the habit of eating and enjoying whole grains if you start when they are young. Whole grains give your kids more nutrition to help them grow strong and have healthy hearts.
K	Happy kids. Happy tummies. Serve your little ones whole grain versions of their favorite pasta, cereal or bread. It's a simple way to reach the goal of making half their grains whole each day. And, eating more whole grains can help to keep their bowel movements regular.

[GO AROUND TABLE:] Which one did the best job? The second best job? Take a moment and explain why you selected those as your top two? [PROBE: likes, main idea/takeaway]

- a. Did these two rise to the top, or were there others that you thought were just about as good as these were? Which others, if any, were close to the top for you? What did you like about them?
- b. [GO AROUND TABLE:] Now, let's look at the other side of the coin. Which **TWO** did not speak to you at all? [IF NECESSARY:] Which **TWO** statements were at the bottom of your stack? Please explain why you thought these statements did a bad job.
- c. Were any of the statements confusing to you? Which one(s)? What about them were confusing?

VIII. COMMUNICATION TOOLS (10 minutes)

1. Still thinking about the information we just reviewed, where would you expect to see information like this? Where would you look for this type of information if you wanted it?
 - a. Where, specifically, *have you seen* information like this?
2. Is this information that you would be likely to notice or pay attention to? What makes you say that?
3. What are other ways that people have tried to provide you with nutrition or other health information?
 - a. Is there an example that stands out to you as being something that you remember as being a really good way to share information like this with you? What about this example makes it stand out to you?

- b. Are there any other ways you would want to get information about nutrition and health?
What ways?
- 4. Where do you usually get health and nutrition information? [PROBE: Online, doctor's office, kids' school, community, etc.]
- 5. Do you have a computer and Internet access at home?
 - a. [If yes] Do you go online to search for health and nutrition information? Where do you go online for this information? What types of sites or information have you found to be most helpful?
 - b. [If no access] Do you go anywhere to access the Internet?
- 6. What information would be MOST helpful to you when it comes to helping your kids eat more healthfully?
 - a. How would you most like to receive this information?

IX. FALSE CLOSE (5 minutes)

- 1. [BRIEF] Throughout this evening, we have talked and read about providing you with ways to assist your 2-5 year-old children to drink more low-fat/fat-free milk and/or eat more milk products, and to eat more whole grain foods. Is there anything we missed? In other words, is there something that would aid you in helping your 2-5 year-old children to do so that we haven't discussed so far? What is it?
- 2. While I step out of the room for a moment to see if I need to cover any additional information, please answer the questions on **Handout C**. [DISTRIBUTE HANDOUT C] The questions on this handout read, "What is the one thing you would tell a friend if you were going to help him/her help their 2-5 year-old children to drink or eat more low-fat or fat-free milk/milk products?" and "What is the one thing you would tell a friend if you were going to help him/her help their 2-5 year-old children to eat more whole grain foods?"

Thank you very much for your participation! Have a great day/evening!

Attachment C1

**OMB Control # 0584-0524
Expiration Date: 03/31/2013**

Public reporting burden for this collection of information is estimated to average 2 minutes 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. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** 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 Services, Office of Research, Nutrition and Analysis, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

First Name: _____

Date: ____/____/2010
Location: _____
Session #: _____

Handout A

Take a look at your stacked cards. Each card has a letter in the lower right-hand corner. Please write the letter of each statement in the blanks below in the order in which you sorted the cards.

Does best job of helping you to help your child eat more low-fat milk and milk products _____

Does worst job of helping you to help your child eat more low-fat milk and milk products _____

Attachment C1a

**OMB Control # 0584-0524
Expiration Date: 03/31/2013**

Public reporting burden for this collection of information is estimated to average 2 minutes 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. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** 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 Services, Office of Research, Nutrition and Analysis, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

Please note that the materials to follow will be printed on 3 x 5 index cards.

Set the table with low-fat milk, and set the example. You can influence your children's healthy eating habits. Serve low-fat or fat-free milk (1% fat or less) at meals and snacks. And, drink it yourself.

T

There's no power like Mom power. You have what it takes to help your kids develop healthy eating habits for life. Offer them low-fat or fat-free milk (1% fat or less) and milk products several times a day.

M

Mom is a child's first teacher. You teach by doing. Every time you drink low-fat or fat-free milk (1% fat or less), or eat low-fat cheeses or yogurt, you're teaching your kids to eat for better health.

F

Strong bodies need strong bones. Give your preschooler low-fat or fat-free milk (1% fat or less) and low-fat or fat-free yogurt and cheese at meals and snacks. They're packed with vitamins, calcium, and protein for strong, healthy bones.

s

At age two, switch your kids to low-fat or fat-free milk. Your kids can get all the same vitamins and calcium of whole milk, without the fat they no longer need.

N

Love and nourish them. Show them how much you care. Serve your kids low-fat or fat-free milk (1% fat or less), cheese and yogurt and help them learn healthy habits for life.

L

Attachment C2

**OMB Control # 0584-0524
Expiration Date: 03/31/2013**

Public reporting burden for this collection of information is estimated to average 2 minutes 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. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** 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 Services, Office of Research, Nutrition and Analysis, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

First Name: _____

Date: ____/____/2010

Location: _____

Session #: _____

Handout B

Take a look at your stacked cards. Each card has a letter in the lower right-hand corner. Please write the letter of each statement in the blanks below in the order in which you sorted the cards.

Does best job of helping you to help your child eat more whole grains

Does worst job of helping you to help your child eat more whole grains

Attachment C2a

OMB Control # 0584-0524
Expiration Date: 03/31/2013

Public reporting burden for this collection of information is estimated to average 2 minutes 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. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** 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 Services, Office of Research, Nutrition and Analysis, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

Please note that the materials to follow will be printed on 3 x 5 index cards.

Whole grains first. Read the label and choose foods that list whole grains first on the ingredient list. Look for words like whole wheat, rolled oats, brown rice or whole grain cornmeal.

G

Make your house a powerhouse.
Bring home whole grains. Stock up on whole grain breads, pastas, tortillas, crackers and cereals. They're packed with B vitamins, minerals and fiber to power your family through the day.

Make mealtime whole grain time. It's easy to make meals and snacks healthier when you include whole grains. Packed with B vitamins and fiber, every serving promotes heart health and overall health, too.

I

Give yourself and those you love the goodness of whole grains. Make at least half of your daily bread, pasta and cereals whole grains. They may help control weight, and they're good for your heart and overall health.

H

Start them early with whole grains.

It's easier to get your kids in the habit of eating and enjoying whole grains if you start when they are young. Whole grains give your kids more nutrition to help them grow strong and have healthy hearts.

E

Happy kids. Happy tummies. Serve your little ones whole grain versions of their favorite pasta, cereal or bread. It's a simple way to reach the goal of making half their grains whole each day. And, eating more whole grains can help to keep their bowel movements regular.

K

Attachment C3

**OMB Control # 0584-0524
Expiration Date: 03/31/2013**

Public reporting burden for this collection of information is estimated to average 2 minutes 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. **An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.** 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 Services, Office of Research, Nutrition and Analysis, Alexandria, VA 22302 (0584-0524). Do not return the completed form to this address.

First Name: _____

Session #: _____

Handout C

1. What is the one thing you would tell a friend if you were going to help him/her help their 2-5 year-old children to drink or eat more low-fat or fat-free milk/milk products?

2. What is the one thing you would tell a friend if you were going to help him/her help their 2-5 year-old children to eat more whole grain foods?
