

## 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 as part of the 10 minutes for the screener, including the time for reviewing instructions and completing the information.

## USDA/FNS

**Focus Group Screening Questionnaire – Middle School Teachers**  
**Formative Round (December 2010): Baltimore, MD; Cleveland, OH; Riverside, CA**  
**Evaluative Round (May 2011): Atlanta, GA; Des Moines, IA; Dallas, TX**

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### **SPECS:**

- One, 120-minute group with middle school (grades 6-8) teachers per location:
- Recruit 14 for 8 to show (seat) at each group.
- We will NOT recruit teachers who specialize in health or PE exclusively (see Q5).
- All teachers must be employed by a middle school that offers the National School Lunch Program (we will provide facility with a list of eligible local schools for recruitment).
- All teachers must **not** work at a middle school that has won a HUSSC (HealthierUS School Challenge) award (we will provide facility with a list of local schools **not eligible** for recruitment).
- All respondents must speak English.
- All respondents must be outgoing, responsive, articulate, willing and able to read and react to written materials, and must be willing to speak openly in a group.

**FORMATIVE: PLEASE RECRUIT RESPONDENTS AS FOLLOWS:**

<u>GROUP</u>	<u>DATE*</u>	<u>TIME</u>	<u>LOCATION</u>
[ ] <b>Group 1:</b> middle school teachers (Room TBD)	TBD	TBD	Baltimore, MD
[ ] <b>Group 2:</b> middle school teachers (Room TBD)	TBD	TBD	Cleveland, OH
[ ] <b>Group 3:</b> middle school teachers (Room TBD)	TBD	TBD	Riverside, CA

**EVALUATIVE: PLEASE RECRUIT RESPONDENTS AS FOLLOWS:**

<u>GROUP</u>	<u>DATE*</u>	<u>TIME</u>	<u>LOCATION</u>
[ ] <b>Group 1:</b> middle school teachers (Room TBD)	TBD	TBD	Atlanta, GA
[ ] <b>Group 2:</b> middle school teachers (Room TBD)	TBD	TBD	Des Moines, IA
[ ] <b>Group 3:</b> middle school teachers (Room TBD)	TBD	TBD	Dallas, TX

Hello, my name is \_\_\_\_\_ with \_\_\_\_\_. We are conducting a study about nutrition on behalf of the United States Department of Agriculture, Food and Nutrition Service, and I would like to ask you a few questions. I'm not trying to sell you anything. We would like to invite a number of teachers in your area to participate in a focus group to help us understand more about what they think about nutrition and health. This should only take a few minutes. READ OMB STATEMENT (see top of screener).

1. Record Gender—DO NOT ASK UNLESS UNABLE TO TELL.

Female..... [ ] **Continue**

Male ..... [ ] **Continue, Recruit at least 2**

2. Do you, or does anyone in your household, work for a radio station, television station, newspaper, market research company, advertising or public relations company?

Yes..... [ ] **Terminate**

No..... [ ] **Continue**

3. Do you currently teach at a middle school?

Yes..... [ ] **Continue**

No ..... [ ] **Terminate**

4. How long have you taught middle school?

Less than 5 years [ ]

5-10 years [ ]

10-20 years [ ]

More than 20 years [ ]

**Recruit at least 2 in each category**

5. What grade(s) do you teach and what is the name of your school?

<u><b>Grade(s)</b></u>	<u><b>Name of School</b></u>

**\*RECRUIT MIX OF GRADES**

**\*RECRUIT NO MORE THAN TWO TEACHERS FROM THE SAME SCHOOL**

6. What subject(s) do you currently teach? **[Read list and accept multiple answers]**

- |                        |     |                                     |
|------------------------|-----|-------------------------------------|
| Health                 | [ ] | <b>Terminate</b>                    |
| Physical Education/PE  | [ ] | <b>Terminate</b>                    |
| Work/Family Studies    | [ ] | <b>Terminate</b>                    |
| Cooking/Home economics | [ ] | <b>Terminate</b>                    |
| Other _____            | [ ] | <b>Recruit a Mix &amp; Continue</b> |

7. Does anyone in your household work in any of the following industries?  
**[Record each “yes” response.]**

- |   |     |                                  |
|---|-----|----------------------------------|
|   |     | <b><u>Yes</u></b>                |
| Healthcare/Medical.....                 | [ ] |                                  |
| Nutrition/Food Service.....             | [ ] |                                  |
| Fitness.....                            | [ ] |                                  |
| Food manufacturing.....                 | [ ] | <b>Terminate if “YES” to any</b> |
| School Food Service.....                | [ ] |                                  |
| Food/Nutrition Assistance Programs..... | [ ] |                                  |

8. Have you ever participated in a focus group or been paid to be part of a discussion group?

- |          |     |                    |
|----------|-----|--------------------|
| Yes..... | [ ] | <b>Continue</b>    |
| No.....  | [ ] | <b>Skip to Q10</b> |

9. How recently did you participate in a focus group?

- |                        |     |                  |
|------------------------|-----|------------------|
| Less than 6 months ago | [ ] | <b>Terminate</b> |
| 6 months ago or longer | [ ] | <b>Continue</b>  |

10. Generally speaking, do you consider yourself to be an “expert” in nutrition?

- No..... [ ] **Continue**
- Yes ..... [ ] **Terminate**
- Don’t know/Refused... [ ] **Terminate**

11. What is your current age? **[Do not read list]**

- Under 21..... [ ] **Terminate**
- 21-34 ..... [ ]
- 35-50..... [ ] **Record**
- 50+ ..... [ ]

12. Are you of Hispanic or Latino origin?

- No..... [ ] **Continue**
- Yes ..... [ ] **Continue**

13. What is your race? **(READ LIST. ACCEPT MULTIPLE ANSWERS.)**

- American Indian or Alaska Native..... [ ]
- Asian ..... [ ]
- Black or African American ..... [ ]
- Native Hawaiian or Other Pacific Islander.. [ ]
- White..... [ ] Recruit no more than 6\*

**\*TO THE EXTENT POSSIBLE, THE GROUPS SHOULD BE A MIX OF RACES/ETHNICITIES.**

14. Take a moment and think about your students' health. What is the biggest concern you have about your students' health and why?

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**Recruiter: After recording respondent's answer, determine whether or not you feel this respondent would be useful in the group. Did they:**

- Give full and complete answers?
- Speak clearly, and without long pauses?
- Answer enthusiastically?
- Speaks understandable English/is comfortable with the language

**It is most important that respondent be articulate!! If not, terminate.**

I would like to invite you to participate in a group discussion that will be held at our facility on (DATE) at (TIME). The group will last approximately 120 minutes. To help with inconveniences such as child care, you will receive \$75 at the end of the group session. Would you be willing to participate?

Yes.....( ) **SCHEDULE**

No.....( ) **TERMINATE**

I will call you to remind you of this appointment. However, if for some reason you are unable to attend, please call me at (TELEPHONE NUMBER) so that I can find a replacement for you. Thank You.

Respondent's name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone # (Home): \_\_\_\_\_ (Work) \_\_\_\_\_

Recruited by: \_\_\_\_\_