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FNS Nutrition Social Marketing Poster Concept Formative Research Focus Groups

Elementary School Students (Grades 3 & 4, 5 & 6)

The purpose of these focus groups is to understand child perceptions of healthy foods and the food options offered at their schools. In addition, these groups will be used to test the draft poster concepts that have been developed in support of this initiative. Each group will test 4 poster concepts.

Introductions (5 minutes)

Hi, my name is [MODERATOR]. We're going to be together for one hour talking about food. I am a moderator who works with Edelman Berland and I flew here from Washington, D.C. to hear your opinions.

We'll be doing several things today: participating in a group discussion, doing a fun individual activity and even looking at some new posters. What we'll be doing today is a lot like school, but fun school. Have any of you participated in a group like this before?

This room is a little different from your classroom as school. You may have seen that there's a big mirror at the back. I have some friends behind that mirror, but don't worry about them, they just want to hear all the good ideas that you have. Also, I have some homework to do after we talk today - I have to write a report. So, is it alright if I video and audio tape this discussion? This will help me write my report later, and no one except for me and my coworkers helping me with this project will be able to watch this. It will be kept secure and not shared except as otherwise required by law.

Before we get started, like school, I do have a couple of rules for today. [RULES WILL BE WRITTEN ON FLIP CHART]

1. Every idea is a good idea. If you think something different than the others, that's ok - I want to hear everyone's ideas.
2. Everyone gets to share their ideas.
3. If you do need to go to the bathroom, only one out of the room at a time. Go out into the room we just came from and [NAME] will tell you where to go.
4. And finally, we're all going to have fun.

Since we all just met, I want to get to know you a little better. Let's go around the room and introduce ourselves. I'd like you to tell us:

- Your name
- What grade you are in
- The school you go to
- And, what is your favorite thing to do when you get home from school?

[MODERATOR FINISHES INTRODUCTIONS WITH SELF AND PROCEEDS TO SECTION 1]

Section 1: Foods & Perceptions of Healthy Foods (15 minutes)

As I said, we're going to be talking about food. To get started, let's talk about some of the food we like to eat.

- I eat different foods for different meals – and there are some things that I eat for breakfast that I don't eat for lunch or dinner.
 - o How do you feel about breakfast?
 - o Do you usually eat breakfast in the morning?
 - [IF NO] Why don't you eat breakfast?
 - [IF YES] What foods do you usually eat for breakfast?
 - [IF YES] Where do you usually eat breakfast?
 - Do you ever eat breakfast at school?
 - o [IF YES] What do you like about eating breakfast at school?
What don't you like?

Attachment C

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- Now I want to think about lunchtime. How do you feel about lunch?
- What kinds of food do you usually eat for lunch?
- Raise your hand if you ever eat a school lunch.
 - [IF YES] How do you feel about the lunch you get at school?
 - [IF YES] Do you get to choose what you want to eat or is there just one option?
 - [IF YES] How do you feel about the choices offered?
- Are there any foods that you eat at school that you don't usually eat at home?
 - What are these foods?
 - How do you feel about these foods?
- Are there any foods that are available at your school that you have never tried before?
 - What are these foods?
 - Why haven't you tried them?
- Are there any foods that you tried for the first time at school?
 - What are these foods?
 - Did you like trying something new?
- Imagine you have your lunch tray in front of you – what foods would you put on that tray?
 - What are your reasons for choosing this food?
- When picking out what you want to eat at school, how much do you think about making sure you eat healthy foods?
- What does it mean for a food to be “healthy”?
 - What are some examples of “healthy” foods?
- Let's talk more about vegetables.
 - How do you feel about eating vegetables?
 - Why should kids like you eat vegetables?

- I have a fun exercise for you. I'm going to hand out some paper and crayons and I want you to do two things for me. First, draw me some of the healthy foods that kids like you **should** eat at school. Second, I want you to write next to the foods **why** you should be eating them.
[MODERATOR GIVE THE KIDS 3 MINUTES TO DRAW; HAVE EACH KID TALK ABOUT WHAT THEY DREW]
 - What did you draw?
 - What made you choose those foods?
 - Are these foods you enjoy?
 - What would you tell your friend to get them to choose the food you drew when you're picking your lunch food?

Attachment C

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Section 2: Concept Evaluations (35 minutes)

All posters are available in Attachment F of this package.

Elementary School Students
Theme A – “It’s Launchtime”



Poster Concept A_1



Poster Concept A_2

Theme B – “Colorful in. Powerful out.”



Poster Concept B_1

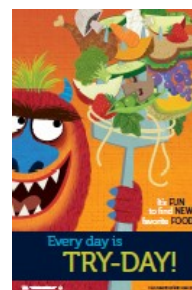


Poster Concept B_2

Theme C – “Every Day is Tryday”



Poster Concept C_1



Poster Concept C_2

Theme D – “Don’t be Afraid”



Poster Concept D_1



Poster Concept D_2

Attachment C

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Testing Schedule*

3rd & 4th grade

Group	Poster 1	Poster 2	Poster 3	Poster 4
City 1 – Boys	A_1	A_2	B_1	B_2
City 1 – Girls	C_1	C_2	D_1	D_2
City 2 – Boys	D_1	D_2	C_1	C_2
City 2 – Girls	B_1	B_2	A_1	A_2
City 3 – Boys	B_2	B_1	D_2	D_1
City 3 – Girls	A_2	A_1	C_2	C_1
City 4 – Boys	C_2	C_1	A_2	A_1
City 4 – Girls	D_2	D_1	B_2	B_1

5th & 6th grade

Group	Poster 1	Poster 2	Poster 3	Poster 4
City 1 – Boys	B_1	B_2	C_1	C_2
City 1 – Girls	A_1	A_2	D_1	D_2
City 2 – Boys	D_2	D_1	A_2	A_1
City 2 – Girls	C_2	C_1	B_2	B_1
City 3 – Boys	C_1	C_2	D_1	D_2
City 3 – Girls	B_2	B_1	A_2	A_1
City 4 – Boys	A_2	A_1	B_2	B_1
City 4 – Girls	D_1	D_2	C_1	C_2

For the rest of our time together I'm going to be showing you 4 different posters that can be put up around your school to help get kids in your school to eat healthier. These are posters that you may see in your lunchroom, in the hallway or in your classrooms, and I want to know what you like and what you don't like about the posters. We're going to work in teams of 3. [MODERATOR SPLIT UP TEAMS]

1. I'll show you a poster and read what it says. Then, as a group, I want you to use these stickers to show me what you like and don't like about the poster.
2. A happy face means that you like something – maybe it's the picture, the color, the words. And you'll put the happy face sticker right on that part that you like.
3. A sad face sticker means that you don't like something. You will put the sad face sticker directly on the part that you don't like.
4. I have one rule for this activity. Since we're working as a team, at least two of you have to agree that you like something or don't like something before you put your sticker on the poster.

[MODERATOR SHOW THE GROUP THE POSTER; READ THE TEXT; PLACE ONE POSTER FOR EACH GROUP ON THE TABLE – STUDENTS GET 3 MINUTES TO COMPLETE STICKERS; FOLLOW UP QUESTIONS WILL BE A MIX OF GENERAL AND THEME-SPECIFIC QUESTION AND WILL LAST 3-5 MINUTES PER POSTER]

- How do you feel about this poster?
- What do you think this poster is trying to tell you? (ROTATE ASKING TEAM 1 OR TEAM 2 FIRST)
 - What else is this poster trying to tell you?
 - Where else have you heard about this? / Is there anyone else telling you to do this?
- What are some of the things that you really like about this poster?
 - What do you like about these things?
- What are some of the things you don't like about this poster?
 - What do you not like about these things?
 - If you were in charge, how would you change this?
- Where do you think your school would put this poster up?
- What would you change about this poster to make it better for kids like you?
- You'll see on the wall I have two faces up there – a sad face at one end and a happy face at the other. If the sad face means that you don't like the poster at all, and the happy face means you like the poster a lot – where should I hang this picture up? [ALL POSTERS WILL BE HUNG UP ON THE SAME SCALE TO FACILITATE POST-EVALUATION COMPARISONS]

[POSTER-SPECIFIC QUESTIONS CAN BE FOUND ON THE FOLLOWING PAGES. QUESTIONS WILL BE INCLUDED IN DISCUSSION GUIDE BASED ON THE TESTING SCHEDULE.]

- Now that we've seen 4 different posters, which one that we saw today was your favorite?
 - What about this poster makes it your favorite?
- Which poster makes you want to try new foods?
- Which poster makes you want to eat fruits and vegetables?
- Which poster makes you want to pick healthy food at school?
- Which poster could you be featured in because you already do such a good job at doing what the poster says? [ARE THEY TRYING NEW FOOD, EATING HEALTHY BREAKFAST, EATING COLORFUL FRUITS AND VEGGIES]

Thank and close group.

It's Launchtime Questions

Poster 1

- What does “it’s launchtime” mean to you? [ONLY ASKED FOR FIRST POSTER TESTED IN THIS THEME]
- The poster also says “Eat a healthy breakfast to help your day take off!” – what does that mean to you?
- How do you feel about the boy and girl on this poster?
 - Tell me about these characters.
 - What grade do you think they are in?
 - Where do you think they are?
 - Would you be friends with these characters?
 - Have you seen cartoon characters that look like this before? Where?
- They are holding an apple, a waffle and 1% milk. How do you feel about these foods?
 - Would you eat these foods at breakfast? Why or why not?
 - What other healthy breakfast foods could they hold?

Poster 2

- What does “it’s launchtime” mean to you? [ONLY ASKED FOR FIRST POSTER TESTED IN THIS THEME]
- The poster also says “Fuel your day with colorful fruits and veggies” – what does that mean to you?
- How do you feel about the boy on this poster?
 - Tell me about him.
 - What grade do you think he is in?
 - Would you be friends with him?
- How do you feel about the rocket ship?
 - What kind of food is the rocket ship made of?
 - Are there other colorful fruits and veggies that you can think of that you would put on this poster?
- Do you like posters that have real kids on them or do you like cartoons better?

Colorful In. Powerful Out. Questions

Poster 1

- What does “colorful in. powerful out.” mean to you? [ONLY ASKED FOR FIRST POSTER TESTED IN THIS THEME]
- What do they mean by “choose different fruits and vegetables”? [ONLY ASKED FOR FIRST POSTER TESTED IN THIS THEME]
- Why do you think it is important to eat fruits and vegetables that are different colors?
- How do you feel about the girl on this poster?
 - Tell me about her.
 - What grade do you think she is in?
 - Would you be friends with her?
 - Have you seen cartoon characters that look like her before? Where?
- She has a lot of different food behind her, tell me about what you see.
 - How do you feel about these foods?
 - Are any of these foods available at your school for lunch?
 - Would you choose to put these foods on your tray? Why or why not?

Poster 2

- What does “colorful in. powerful out.” mean to you? [ONLY ASKED FOR FIRST POSTER TESTED IN THIS THEME]
- What do they mean by “choose different fruits and vegetables”? [ONLY ASKED FOR FIRST POSTER TESTED IN THIS THEME]
- Why do you think it is important to eat different fruits and vegetables?
- How do you feel about the boy on this poster?
 - Tell me about him.
 - What grade do you think he is in?
 - Would you be friends with him?
- He has a bunch of different fruits and veggies behind him, tell me about what you see.
 - How do you feel about these foods?
 - Are any of these foods available at your school for lunch?
 - Would you choose to put these foods on your tray? Why or why not?

Every Day is Tryday Questions

Poster 1

- What does “every day is tryday” mean to you? [SERIES ONLY ASKED FOR FIRST POSTER TESTED IN THIS THEME]
 - How many of you like trying new foods?
 - What do you like about trying new foods?
 - If there was a TryDay at school where you could taste new foods, would you want to participate? Why or why not?
- How do you feel about the monster on this poster?
 - Do you think this monster is scary or friendly?
 - Would you be friends with this monster?
 - Have you seen cartoon characters that look like this monster before? Where?
- Tell me about the food the monster is holding.
 - If you were friends with this monster, what other foods would you tell her/him to try?
- Does this poster make you want to try a new food at school? Why or why not?

Poster 2

- What does “every day is tryday” mean to you? [SERIES ONLY ASKED FOR FIRST POSTER TESTED IN THIS THEME]
 - How many of you like trying new foods?
 - What do you like about trying new foods?
 - If there was a TryDay at school where you could taste new foods, would you want to participate? Why or why not?
- How do you feel about the monster on this poster?
 - Do you think this monster is scary or friendly?
 - Would you be friends with this monster?
 - Have you seen cartoon characters that look like this monster before? Where?
- Tell me about the food the monster is holding on the fork.
 - If you were friends with this monster, what other foods would you tell her/him to try?
- Does this poster make you want to try a new food at school? Why or why not?

Don't Be Afraid Questions

Poster 1

- The poster says “new foods can be scary good.” What does that mean to you?
 - What does it mean for something to be “scary good”?
- Have you ever felt afraid to try a new food – one you haven’t had before? Tell me about that.
 - What was the food? What is it that makes these foods scary?
- How do you feel about the monsters on this poster?
 - Do you think these monsters are scary or friendly?
 - Would you be friends with these monsters?
 - How do you think the monsters are feeling? Why do you think they feel this way?
- How do you feel about the boy in this poster?
 - What grade do you think he is in?
 - Would you be friends with him?
 - How do you think he is feeling? Why do you think he feels this way?
 - What do you think will happen when he tries the new fruits and vegetables?
- Have you seen cartoon characters that look like the ones on this poster before? Where?
- Tell me about the food the boy has on his plate. Which ones are foods you have not tried before?
 - What’s a new food that you’ve seen at school lunch he should have on his plate?
 - If you were friends with him, what other foods would you tell her/him to try?

Poster 2

- The poster says “be brave and try new foods.” What does that mean to you?
- Have you ever been brave and tasted a new food you were afraid to try? Tell me about it.
 - What was the food? Would you share that new food with your friends?
- By a show of hands, how many of you think tasting new foods can be fun?
 - What do you like about trying new foods?
- How do you feel about the monsters on this poster?
 - Do you think these monsters are scary or friendly?
 - Would you be friends with these monsters?
 - How do you think the monsters are feeling? Why do you think they feel that way?
- How do you feel about the girl in this poster?
 - What grade do you think she is in?
 - Would you be friends with her?
 - How do you think she is feeling? Why do you think she feels that way?
 - What do you think will happen when she tries the sandwich?
- Have you seen cartoon characters that look like the ones on this poster before? Where?
- Tell me about the food the girl has on her tray. Which are foods you have not tried before?
 - What’s a new food that you’ve seen at school lunch that she should have on her tray?
 - If you were friends with her, what other foods would you tell her/him to try?