

**Dietary Guidelines for Americans, 2015:
Survey on Audience Information Needs**

OMB Control Number: 0990-0281

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Welcome and Consent

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 0990-0281. The time required to complete this information collection is estimated to average **20 minutes** per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

Welcome

We are conducting this survey on behalf of the Office of Disease Prevention and Health Promotion (ODPHP), part of the U.S. Department of Health and Human Services (HHS). HHS, along with the U.S. Department of Agriculture (USDA), will release the Dietary Guidelines for Americans, 2015 (DGA 2015) next year.

Your feedback will help us to develop DGA 2015 messages and materials that professionals like you find relevant and valuable, and thus are more likely to adopt in your work.

Consent

Who is working on this project?

This project is being coordinated by CommunicateHealth, a health communication consulting firm, on behalf of ODPHP, which is part of HHS.

What is the goal of this project?

We are working to make sure that materials developed for the Dietary Guidelines for Americans, 2015 (DGA 2015) are relevant and useful for professionals like you. Your feedback will help to ensure DGA 2015 materials are most useful to you and your work.

How can I help?

We are interested in learning from your experiences. Your feedback on this survey will help us create materials that truly meet the needs of professionals and other future users.

Do I have to participate in this project?

No. It is your choice whether to participate or not. You can stop at any time, and you don't have to answer any questions you don't want to answer. If you don't want to participate or decide to stop, that's okay.

How will you protect my privacy?

We will keep your identity and all of your personal information confidential — that means we will not share it with ODPHP or anyone outside of our project staff. We will not collect or store any of your personal information. Also, your responses will not be linked with your name.

How long will this take?

This survey should take about 20 minutes. You can also save your answers after you begin and come back to it later to complete the survey.

For more information:

If you have questions about the project, contact the Senior Health Communication Specialist, Katrina Lanahan, MPH, at katrina@communicatehealth.com, (413) 582-0425.

- I have read the above information and agree to participate. By clicking Yes, you consent that you are willing to answer the questions in this survey.
 - o Yes,
 - o No [Terminate]

Survey Questions

Screening Questions

Note: All questions, except for demographic questions, are required. Answer format is radio buttons unless otherwise specified.

Specific for Point of Care

- Do you provide direct care or counseling to patients or clients?
 - o Yes
 - o No

- [name: POCProfRole; logic: IF POCStaff = YES] Which of the following categories best describes your professional role?
 - o Allied health care provider (for example, registered nurse, nurse practitioner, physician assistant, or registered dietitian)
 - o Health educator (for example, nutrition educator, nutrition counselor, or nutrition communicator)
 - o Primary care physician (for example, family medicine, internal medicine, or preventive medicine physician)
 - o None of the above

- [name: POCSetting; logic: IF POCStaff = YES] Which of the following best describes the clinical or community setting in which you practice?
 - o Ambulatory care clinic
 - o Community health center
 - o Hospital
 - o Private practice
 - o Skilled nursing, assisted living, or intermediate care facility
 - o University or academic medical center

- Other: _____
- [name: POCTopics; logic: IF POCStaff = YES; answer format: checkboxes, limit 3] What nutrition-related **topics** do you discuss most with your patients/clients? Choose up to 3.
 - Alcohol
 - Caffeine
 - Cholesterol
 - Fats and oils
 - Fruits and vegetables
 - Grains
 - Protein (e.g., meat, dairy, seafood)
 - Specific nutrient intake (e.g., calcium, iron, vitamin D)
 - Sodium
 - Sugars (e.g., added sugars, non-caloric sweeteners)
- [name: POCBehaviors; logic: IF POCStaff = YES; answer format: checkboxes, limit 3] What nutrition-related **behaviors** do you discuss most with your patients/clients? Choose up to 3.
 - Beverage intake (e.g., alcohol, sugar-sweetened beverages, 100% juice)
 - Food safety (e.g., food preparation, hand-washing)
 - Healthy eating patterns (e.g., Mediterranean-style diet, DASH diet)
 - Meal planning (e.g., carbohydrate counting, meal replacements)
 - Nutrient intake (e.g., supplement use)
 - Weight management (e.g., energy balance, physical activity)

Specific for Program Planners

- [name: PlanStaff; logic: IF POCStaff = YES] As part of your job, do you plan, implement, and/or evaluate programs related to nutrition, health and wellness, or chronic disease prevention?
 - Yes
 - No [Terminate]
- [name: PlanProfRole; logic: IF PlanStaff = YES] Which of the following categories best describes your primary professional role?
 - Administrative staff
 - Communications or public relations staff
 - Community organizer
 - Web designer or developer
 - Grants manager
 - Health educator
 - Policy maker
 - Program evaluator
 - Program manager
 - Program planner

- Public health policy advisor/analyst
 - Regional health administrator
 - Researcher
 - Other: _____
- [name: PlanSetting; logic: IF PlanStaff = YES] Which of the following best describes the setting in which you work?
 - Academic research institution
 - Corporation or company
 - Community-based organization
 - Faith-based organization
 - Hospital
 - Local health department
 - Nationally based nonprofit organization
 - Prison
 - School
 - Childcare or early education center
 - State health department
 - State or local based nonprofit organization
- [name: PlanTopics; logic: IF PlanStaff = YES; answer format: checkboxes] What nutrition-related **topics** do you deal most with in your work? Choose up to 3.
 - Alcohol consumption
 - Building healthy eating patterns
 - Cholesterol and fats
 - Chronic disease prevention
 - Food safety
 - Fruits and vegetables
 - Grains
 - Making healthy food choices
 - Nutrient intake (for example, calcium, potassium, and vitamin D)
 - Sodium intake
 - Sugars
 - Sustainability
 - Weight management/energy or calorie balance
- [name: PlanBehaviors; logic: IF PlanStaff = YES; answer format: checkboxes] What nutrition-related **behaviors** do you deal most with in your work? Choose up to 3.
 - Beverage intake (e.g., alcohol, sugar-sweetened beverages, 100% juice)
 - Food safety (e.g., food preparation, hand-washing)
 - Healthy eating patterns (e.g., Mediterranean-style diet, DASH diet)
 - Meal planning (e.g., carbohydrate counting, meal replacements)
 - Nutrient intake (e.g., supplement use)
 - Weight management (e.g., energy balance, physical activity)

Introductory Questions

- [name: 2015Themes; answer format: matrix, 5-point scale] For each of the topics below, please rate how important each of them is to the work that you do.
 - o Dietary behavior change (i.e., increasing healthy eating among consumers)
 - o Dietary patterns
 - o Food sustainability and safety (i.e., the extent to which existing food sources, such as seafood, will continue to be available and safe for consumption)
 - o Food environments (e.g., neighborhood grocery stores, schools, restaurants, and worksites)
 - o Relationship between diet and chronic disease or health outcomes
 - o Potentially harmful food interactions (e.g., caffeine and alcohol)
 - o Food safety and preparation

Scale

- o 5 - Very important
- o 4
- o 3 - Neutral
- o 2
- o 1 - Not important

Use of DGA and Other Nutrition Recommendations

We'd like to hear about how you use the DGA and other nutrition recommendations in your work.

- [name: DGAfamiliar; answer format: 5-point scale] How familiar are you with the DGA?
 - o 5 - Very familiar
 - o 4
 - o 3 - Somewhat familiar
 - o 2
 - o 1 - Not at all familiar
- [name: DGAfreq; answer format: 5-point scale] How often do you reference or use the DGA?
 - o Weekly
 - o Monthly
 - o Several times a year
 - o Less than once a year
 - o Never
- [name: DGARemember; answer format: open-ended] What's the first thing that comes to your mind when you think about the DGA?

- Open ended response
- [name: DGASections; answer format: checkboxes, limit 3] Which areas of the DGA have been **most** useful or interesting to you in your work? Choose up to 3.
 - Balancing calories to manage weight
 - Foods and food components to reduce (such as sodium, saturated fat, and added sugars)
 - Foods and nutrients to increase (such as fruits and vegetables, whole grains, milk and milk products, and protein)
 - Building healthy eating patterns (such as focusing on nutrient-dense foods)
 - Helping Americans make healthy choices (such as ensuring access to nutritious foods or facilitating individual behavior change)
 - Other: _____
 - Not applicable
- [name: DGABarriers; answer format: checkboxes, limit 3] What have been some of the **biggest** challenges or barriers in implementing the DGA? Choose up to 3.
 - Number of messages overwhelm consumers
 - Messages for consumers don't resonate with audiences I serve
 - Messages aren't actionable
 - Guidelines are too complex
 - Guidelines are difficult to explain visually
 - Guidelines aren't available in formats I can easily or effectively use
 - Guidelines aren't packaged in an appealing, credible brand
 - Lack of partnerships across stakeholders
 - Other: _____
 - None
- [name: DGACommSupport; answer format: checkboxes, limit 3] What types of support have been **most** helpful for you in communicating or implementing the DGA? Choose up to 3.
 - Simple, actionable messages
 - Guidance on how to convey messages to various audiences
 - Supplemental materials, such as fact sheets
 - Easy-to-use formats
 - Appealing, memorable visuals, such as infographics or short videos
 - Clear, timely communications from government agencies
 - High-profile spokesperson
 - Appealing, credible brand
 - Partnerships (for example, with private industry, associations, government, media, or point of care professionals)
 - Other: _____
 - None

- [name: OtherRec; answer format: checkboxes] Do you use other national nutrition recommendations? Please select all that apply.
 - Yes
 - No

- [name: OtherRecSources; logic: IF OtherRecs = Yes; answer format: checkboxes] What are the sources of those nutrition recommendations? Please select all that apply.
 - Academy of Nutrition and Dietetics (AND)
 - American Cancer Society (ACS)
 - American Diabetes Association (ADA)
 - American Heart Association (AHA)
 - Institute of Medicine's Food and Nutrition Board (IOM FNB)
 - National School Lunch Program (NSLP)
 - Older Americans Act (OAA)
 - Other: _____
 - None

- [name: OtherRecLike; logic: IF OtherRecs = Yes; answer format: checkboxes] What do you like about other nutrition recommendations? Please select all that apply.
 - Simple, actionable messages
 - Focus on prevention or treatment
 - Language used
 - Methods used to develop recommendations
 - Simplicity of messages
 - Source (e.g. government, professional organization)
 - Strength of evidence
 - Tailored to specific population
 - Other: _____
 - None

- [name: OtherRecNotLike; logic: IF OtherGuidelines = NOT None] What do you **dislike** about other nutrition recommendations? Please select all that apply.
 - Number of messages (too many or too few)
 - Complexity of messages
 - Difficult for intended audience to use
 - Focus on prevention or treatment
 - Language used
 - Methods used to develop recommendations
 - Source (e.g. government, professional organization)
 - Strength of evidence
 - Tailored to specific population
 - Other: _____
 - I like everything about other nutrition recommendations

Communicating Nutrition Information to the Public

We're interested in your experiences communicating nutrition information to the public.

- [name: CommNutrition] Do you communicate nutrition information to the public as part of your work?
 - o Yes
 - o No

- [name: CommEasier; logic: IF CommNutrition = YES; answer format: open-ended] In your experience, what nutrition topics are easiest to explain? In what way?
 - o Open-ended response

- [name: CommHarder; logic: IF CommNutrition = YES; answer format: open-ended] In your experience, what nutrition topics are more difficult to explain? In what way?
 - o Open-ended response

- [name: CommChannels; logic: IF CommNutrition = YES; answer format: checkboxes, limit 3] In your experience, what channels work best to reach consumers? Choose up to 3.
 - o Billboards
 - o Community-based counseling or care
 - o Mobile or tablet apps
 - o Newspapers and other popular print media
 - o One-on-one counseling or care
 - o Point-of-purchase marketing
 - o Print materials (including brochures, pamphlets, handouts)
 - o Radio
 - o School or workplace wellness programs
 - o Social media
 - o Television
 - o Wearable tracking devices (e.g., FitBit, Jawbone, etc.)
 - o Websites
 - o Other: _____
 - o None

- [name: CommStrategies; logic: IF CommNutrition = YES; answer format: checkboxes, limit 3] In your experience, what strategies or approaches tend to be most effective in improving nutrition-related knowledge or changing dietary behaviors? Choose up to 3.
 - o Technology-based interventions
 - o Cultural role models
 - o Diet plans
 - o Goal setting
 - o Group counseling sessions
 - o Incentives, including voucher or coupon redemption

- Individual counseling, including motivational interviewing
 - Large-scale media campaigns
 - Peer-to-peer education
 - Phone-based interventions
 - Reminders (such as via phone, email, or mail)
 - Tailored messaging
 - Teach back method
 - Web-based interventions
 - Grocery store tours
 - Nutrition labeling
 - Other: _____
 - None
- [name: CommMaterialsPublic; logic: IF CommNutrition = YES; answer format: checkboxes, limit 3] What materials or tools have been most helpful in communicating the DGA with consumers? Choose up to 3.
 - Nutrition Facts label
 - MyPlate/MiPlato
 - Eat Healthy, Be Active Community Workshop Series
 - Healthfinder.gov
 - Nutrition.gov
 - SuperTracker
 - Food-a-pedia
 - Dietary Reference Intakes (DRI)
 - Non-government sites, such as EatRight.org
 - Other: _____
 - None
- [name: CommInfluencer; logic: IF CommNutrition = YES; answer format: open-ended] Beyond professional organizations and social networks, which 2-3 individuals do you consider key influencers in relaying DGA or nutrition information?
 - Open-ended response

Dissemination

We'd like to hear what organizations, sources, sites, or channels help you stay informed.

- [name: DissNGSearch; answer format: checkboxes, limit 3] Which sources do you rely on for information or commentary on nutrition recommendations? Choose up to 3.
 - Colleagues outside my organization/company
 - Colleagues within my organization/company
 - Food or beverage industry
 - Government
 - Non-profit or non-governmental organizations
 - Peer-reviewed literature

- Popular media (including news sites, books, magazines, cable news, blogs)
 - Private health care industry
 - Professional or trade organizations
 - Peers or family members
 - Other: _____
 - None

- [name: DissSMProfUse; answer format: checkboxes] Which of the following sites do you use for **professional** networking? Please choose all that apply.
 - Facebook
 - FourSquare
 - LinkedIn
 - Twitter
 - Pinterest
 - Blogs
 - Other: _____
 - None

- [name: DissProfOrgs; answer format: checkboxes] What professional organizations do you rely on for nutrition guidance? Please choose all that apply.
 - Academy of Nutrition and Dietetics (AND)
 - American Public Health Association (APHA)
 - American Society for Nutrition (ASN)
 - Food and Beverage Association of America (FBAA)
 - Institute of Medicine (IOM)
 - Nutrition Industry Association (NIA)
 - School Nutrition Association (SNA)
 - Society for Nutrition Education and Behavior (SNEB)
 - Society for Public Health Educators (SOPHE)
 - American School Food Service Association (ASFSA)
 - Other: _____
 - None

Format

Next, we have a few questions about what formats work best for you.

- [name: FormatNG; answer format: checkboxes, limit 3] Which of the following formats would you prefer to use for referencing nutrition recommendations? Choose up to 3.
 - App for phone or tablet
 - At-a-glance graphic
 - At-a-glance summary
 - eZine (digital interactive magazine)
 - Full printout
 - Online PDF

- Podcasts
 - Videos
 - Website
 - Other: _____
 - None

- [name: FormatDevices; answer format: checkboxes, limit 3] On which of the following devices or platforms would you prefer to view nutrition recommendations? Choose up to 3.
 - Desktop computer
 - Laptop computer
 - Electronic health records (EHRs)
 - Tablet (including iPad, Kindle)
 - Smartphone (including iPhone, Android, BlackBerry)
 - Personal PDA
 - Other: _____
 - None

- [name: FormatMobile; answer format: 5-point scale] How likely are you to reference the DGA on a smartphone?
 - 5 - Very likely
 - 4
 - 3 - Somewhat likely
 - 2
 - 1 - Not at all likely

- [name: FormatTablet; answer format: 5-point scale] How likely are you to reference the DGA on a tablet?
 - 5 - Very likely
 - 4
 - 3 - Somewhat likely
 - 2
 - 1 - Not at all likely

- [name: FormatMaterialsProf; answer format: checkboxes] What materials or tools have been helpful in communicating or implementing the DGA among professionals? Please check all that apply.
 - Policy document
 - Executive summary
 - MyPlate/MiPlato
 - SuperTracker
 - Dietary Reference Intakes (DRI)
 - Healthfinder.gov
 - Nutrition Facts label

- Non-governmental resources
- Other: _____
- None

Demographics

Note: This set of questions is not required.

Please tell us a little more about yourself.

- [name: Gender] What is your gender?
 - Male
 - Female
 - Other
 - Choose not to answer

- [name: PracticeYears] How many years have you practiced in your field?
 - 5 years or less
 - 6 to 10 years
 - 11 to 15 years
 - 16 years or more

- [name: Region] In what HHS region are you located?
 - Region 1 (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont)
 - Region 2 (New Jersey, New York, Puerto Rico, and the Virgin Islands)
 - Region 3 (Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, and West Virginia)
 - Region 4 (Alabama, Florida Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee)
 - Region 5 (Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin)
 - Region 6 (Arkansas, Louisiana, New Mexico, Oklahoma, and Texas)
 - Region 7 (Iowa, Kansas, Missouri, and Nebraska)
 - Region 8 (Colorado, Montana, North Dakota, South Dakota, Utah, and Wyoming)
 - Region 9 (Arizona, California, Hawaii, Nevada, American Samoa, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Guam, Marshall Islands, and the Republic of Palau)
 - Region 10 (Alaska, Idaho, Oregon, and Washington)

- [name: Ethnicity] What is your ethnicity?
 - Hispanic or Latino
 - Not Hispanic or Latino

- [name: Race] What is your race? Please select all that apply.
 - White

- o Black or African American
- o American Indian or Alaska Native
- o Native Hawaiian or other Pacific Islander
- o Asian or Asian American

Thank you for sharing your experiences with us. Your input will help us create materials that enable you to communicate and implement the DGA 2015.