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## FOCUS GROUP SCREENING AND DEMOGRAPHIC QUESTIONS

This document includes recruitment screeners for the following audiences:

- Child care centers
- Day care homes
- Sponsoring organizations





CHILI	CARE CENTERS				
	my name is I'm calling from l I CORRECT INDIVIDUAL HAS BEEN RE			ith [INSERT NAME]	?
Nutrit	my name is I'm calling from l ion Survey last [INSERT FIELD DATE]. ticipate in a follow-up small group disc	You indi	cated in the survey t		
	Yes, that is correct		CONT	'INTIF	]
	No, that is not correct		THANK AND		
teleph physic child c donat answe	ic! We are calling today to find out if y none discussion with a few other peoplical activity and electronic media use an eare setting. We are not selling anything ions. This is not a marketing call. If yow ers will be completely anonymous and uthink you are interested in participat	e like you nong child ng and we u qualify neither yo	rself who work in ch dren 5 years and you will not ask for any to participate and ag ou nor your organiza	nild care about nutri inger while they are contributions or gree to do so, your ation will be identifi	ition, e in a
	XX 1		CONT	TENTETET	1
	Yes, interested No, not interested		CONT THANK AND		
	No, not interested		I HAIN AIND	ILMIINAIL	J
May I	ask you a few questions to see if you q  RECORD:	uality to p	articipate in this res	search?	
	Male	<u> </u>	CONT	INUE	
	Female		CONT	INUE	
2	Have you previously or do you curre	ntly work	, i		1
			YES	NO	-
	In advertising or public relations?				-
	In marketing or opinion research?		Ц		
	In journalism or for the news media?		Ш	Ц	
TERMINATE IF YES TO ANY OF ABOVE.  3 To ensure that we include the opinions of a variety of participants could you p your age?		could you please te	ll me		
	II 1 10		mun s	TAT A MIT	1
	Under 18		TERMI		
	18 – 20		RECRUI	T A MIX	
	21 – 34				
	35 – 44				
	45 – 54				
	55 – 64	Ш			

65 or older	⊔		
Do you currently work at a c	hild care center?		
Yes		CONTI	NUE
No		TERMI	
What is your job title or role	?		
Director or Site Supervisor/Manager			
Assistant Director			
Food Service Director or		RECRUIT	'A MIX
Manager/Cook			
Teacher			
Graduate Assistant		TERMI	NATE
Teacher Aid or Volunteer		TERMI	
Other		TERMI	
Head Start			
		YES	NO
		Ц	<u> </u>
State-run preschool			<u> </u>
Center or other preschool			
Other			
		_	
TERMINATE IF YES T	O HEAD START, S	_	
	hildren are there i	TATE PRESCHOOL, O	DR OTHER. roups under yo
TERMINATE IF YES T Approximately, how many cl [READ LIST ONE AGE RANG	hildren are there i	in the following age g D RECORD NUMERIC	DR OTHER. roups under yo
TERMINATE IF YES T Approximately, how many cl [READ LIST ONE AGE RANG a. Ages 0 to 12 months	hildren are there i	in the following age g D RECORD NUMERIC	PR OTHER.  roups under your control of the control
TERMINATE IF YES T Approximately, how many cl [READ LIST ONE AGE RANG  a. Ages 0 to 12 months b. Ages 1 and 2	hildren are there i	in the following age g D RECORD NUMERIC	DR OTHER.  roups under your control of the control
TERMINATE IF YES T Approximately, how many cl [READ LIST ONE AGE RANG  a. Ages 0 to 12 months b. Ages 1 and 2 c. Ages 3, 4 and 5	hildren are there i	in the following age g D RECORD NUMERIC	DR OTHER.  roups under your control of the control
Approximately, how many cl [READ LIST ONE AGE RANG a. Ages 0 to 12 months b. Ages 1 and 2 c. Ages 3, 4 and 5 d. Ages 6+	hildren are there i	n the following age g D RECORD NUMERIC RESPONSE	None
Approximately, how many clear the proximately of th	hildren are there i	in the following age g D RECORD NUMERIC RESPONSE	None
Approximately, how many clear the proximately and a proximately a proximately a proximately and a proximately a proximately a proximately and a proximately a proxim	hildren are there in the second secon	In the following age g D RECORD NUMERIC RESPONSE	None    Draw   D
Approximately, how many clear the proximately in th	hildren are there in the second secon	In the following age g D RECORD NUMERIC RESPONSE	None

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Yes No What is the total number of child	ren at vour cente	CONTINUE TERMINATE				
What is the total number of child	ren at vour cente					
	ren at jour cente	What is the total number of children at your center? [RECORD NUMERIC RESPONSE				
NUMERIC RESPONSE		CONTINUE				
How would you describe the area town, rural, or tribal community?  Urban		enter is located – urban, su				
Suburban		RECRUIT A MIX				
Small town						
Rural Tribal community						
Rural Tribal community  Please tell me, what is the last grace college, just say so.	ade of school you					
Rural Tribal community  Please tell me, what is the last gracellege, just say so.  Less than high school	ade of school you					
Rural Tribal community  Please tell me, what is the last grace college, just say so.  Less than high school High school or GED	ade of school you					
Rural Tribal community  Please tell me, what is the last grace college, just say so.  Less than high school High school or GED Some university/college or	ade of school you	have completed? If you ar				
Rural Tribal community  Please tell me, what is the last gracellege, just say so.  Less than high school High school or GED Some university/college or vocational school	ade of school you					
Rural Tribal community  Please tell me, what is the last gracellege, just say so.  Less than high school High school or GED  Some university/college or	ade of school you	have completed? If you ar				

14	[IF NOT HISPANIC OR LATINO IN Q13] Which of the following categories best describes
	your race or ethnicity?

American Indian or Alaska Native	
Asian	
Black or African American	RECRUIT A MIX
Native Hawaiian or Other Pacific	RECRUIT A MIX
Islander	
White	

## **INVITATION:**

We would like to invit	te you to participate in	a research disc	ussion group.	The group w	ill take 90
minutes of your time.	The discussion group	will be held on	[INSERT DAT]	E] at [INSERT	TIME].

Will you be available on \_\_\_\_\_ from \_\_\_\_ to \_\_\_\_ p.m.?

Yes	CONFIRM DATE & TIME
No	THANK & TERMINATE

We will send you an email confirming the time and how to participate. May I have your email address where it is best to reach you?

To verify, do you have access to a computer where you can go to a link or a website?

Yes	
No	THANK & TERMINATE

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DAY (	CARE HOMES				
	my name is I'm calling from l N CORRECT INDIVIDUAL HAS BEEN RE			th [INSERT NAME]?	
Nutrit	my name is I'm calling from lion Survey last [INSERT FIELD DATE]. ticipate in a follow-up small group disc	You indi	cated in the survey t		
	Yes, that is correct		CONT	INIE	
	No, that is not correct		THANK AND		
teleph physic child c donat: answe think	ic! We are calling today to find out if you not discussion with a few other peopleral activity and electronic media use are setting. We are not selling anything ions. This is not a marketing call. If your will be completely anonymous and you are interested in participating in a Yes, interested  No, not interested  ask you a few questions to see if you q	e like you mong child ng and we ou qualify neither yo small gro	rself who work in challen 5 years and you will not ask for any to participate and agou nor your home with the participate and agou nor your home with the participate and agou nor Your home with the participate and agoung discussion?	aild care about nutrition inger while they are in contributions or gree to do so, your ill be identified. Do your ill be identified.	a
15	RECORD:				
	Male		CONT		
	Female	Ш	CONT	INUE	
16	Have you previously or do you curre	ntly work	for any of the follow	ring? [READ LIST]	
			YES	NO	
	In advertising or public relations?				
	In marketing or opinion research?				
	In journalism or for the news media?				
17	To ensure that we include the opinio your age?	ons of a va			ae
	Under 18	Ц	TERMI		
	18 – 20		RECRUI'	T A MIX	
	21 – 34				
	35 – 44				
	45 – 54				
	55 – 64				

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55 or older			
Do you currently work at a family o	day care ho	me?	
Yes		CONT	INUE
No		TERM	INATE
What is your job title or role?			
Owner/Co-Owner/Operator		CONT	INUE
Assistant		TERM	INATE
Teacher		TERM	INATE
Volunteer		TERM	INATE
Other		TERM	INATE
		RESPONSE	None
a. Ages 0 to 12 months			
b. Ages 1 and 2			
c. Ages 3, 4 and 5			
d. Ages 6+			
TERMINATE IF "NONE" TO A-C;	MUST HAVE CONTINU		JNDER AGE 6 T
Does your day care home offer full	-day child c	are for at least nine	months out of tl
Yes		CONT	INIIF
No		TERM	
Does your day care home participa provides reimbursement for foods Yes	served that		pattern require
No		TERM	INATE
What is the total number of children at your day care home? [RECORD NUMERIC RESPONSE]			
	on at your a		OND HOMEHIN
		CONT	

RECRUIT A MIX FOR Q22 OF TOTAL NUMBER OF CHILDREN; TOTAL NUMBER BREAKS TO **FOLLOW BASED UPON PHASE 1 FINDINGS** 

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24	How would you describe the area in which your home is located – urban, suburban, small
	town, rural, or tribal community?

Urban	
Suburban	
Small town	RECRUIT A MIX
Rural	
Tribal community	

Please tell me, what is the last grade of school you have completed? If you are currently in college, just say so.

Less than high school	
High school or GED	
Some university/college or	
vocational school	RECRUIT A MIX
College	
Postgraduate degree (Masters,	
Ph.D., professional degree)	

Are you of Hispanic or Latino background – such as Mexican, Puerto Rican, Cuban, or another Latin American background??

Hispanic or Latino	CONTINUE
Not Hispanic or Latino	CONTINUE

27 **[IF NOT HISPANIC OR LATINO IN Q26]** Which of the following categories best describes your race or ethnicity?

American Indian or Alaska Native	
Asian	
Black or African American	RECRUIT A MIX
Native Hawaiian or Other Pacific	RECRUIT A MIX
Islander	
White	

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## **INVITATION:**

THANK & TERMINATE  articipate. May I have your email
 o to

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SPONS	SORING ORGANIZATIONS						
	my name is I'm calling from I CORRECT INDIVIDUAL HAS BEEN RE		v -	ith [INSERT NAME]	?		
Nutriti	my name is I'm calling from l ion Survey last [INSERT FIELD DATE]. ticipate in a follow-up small group disc	You indi	cated in the survey t				
	Yes, that is correct		CONTINUE				
	No, that is not correct		THANK AND		1		
telepho physic child c donati answe	c! We are calling today to find out if your discussion with a few other peopleal activity and electronic media use an are setting. We are not selling anything ons. This is not a marketing call. If your swill be completely anonymous and a think you are interested in participates.	e like you nong chilo ng and we u qualify neither yo	rself who work in ch lren 5 years and you will not ask for any to participate and ag ou nor your organiza	aild care about nutr inger while they are contributions or gree to do so, your ation will be identifi	ition, e in a		
	Vos interested	П	CONTINUE		1		
	Yes, interested No, not interested		THANK AND TERMINATE		-		
	,				1		
May I a	ask you a few questions to see if you question to see if you qu	ualify to p	articipate in this res	search?			
	Male		CONT	INUE	1		
	Female		CONTINUE		-		
29			for any of the follow	ving? [READ LIST]	1		
			YES	NO			
	In advertising or public relations?						
	In marketing or opinion research?						
	In journalism or for the news media?						
	TERMINATE I	F YES TO	ANY OF ABOVE.				
30	To ensure that we include the opinions of a variety of participants could you please tell me your age?						
	Under 18		TERM	INATE			
	18 – 20		RECRUI				
	21 - 34						
	35 – 44						
	45 – 54						
	55 – 64						

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	65 or older			
31	What is your job title or role?			
	Executive Director		CONTI	NUE
	Assistant Director/Supervisor		CONTI	NUE
	Food Program/Nutrition Manager		CONTI	NUE
	Food Program Specialist/Monitor		CONTI	NUE
	Board Member		TERMIN	IATE
	Finance Director		TERMIN	IATE
	Human Resources Director		TERMIN	IATE
	Community Operations Director		TERMIN	IATE
	Other		TERMIN	IATE
	Affiliated		RECRUIT	A MIY
			RETRIBLE	A MIY
3	Unaffiliated Both  What is the total number of child car			
33	Both	re centers a	and/or day care home ORD NUMERIC RESP	es that your
3	Both  What is the total number of child car organization sponsors: [READ LIST]	re centers a	and/or day care home	es that your ONSE.]  None
3	Both  What is the total number of child car organization sponsors: [READ LIST]  a. Child care centers	re centers a	and/or day care home ORD NUMERIC RESP	es that your ONSE.]  None
33	Both  What is the total number of child car organization sponsors: [READ LIST]	re centers a	and/or day care home ORD NUMERIC RESP	es that your ONSE.] None
	Both  What is the total number of child car organization sponsors: [READ LIST]  a. Child care centers	ce centers a	nnd/or day care home ORD NUMERIC RESP  NUMERIC RESPONSE  ——— AND DAY CARE HOL QUANTITATIVE FIN	es that your ONSE.]  None  D D MES; TOTAL NUMB NDINGS

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35	Are you of Hispanic or Latino backgranother Latin American background		nd – sı	uch as Mexican, Puerto Rican, Cuban, or		
	Hispanic or Latino					
	Not Hispanic or Latino			CONTINUE		
36	[IF NOT HISPANIC OR LATINO IN Q35] Which of the following categories best describe your race or ethnicity?					
	American Indian or Alaska Native					
	Asian					
	Black or African American			DECRIPT A MIV		
	Native Hawaiian or Other Pacific Islander			RECRUIT A MIX		
	White			-		
minut		wi	ll be h	ch discussion group. The group will take 90 neld on [INSERT DATE] at [INSERT TIME]. _ p.m.?		
	Yes			CONFIRM DATE & TIME		
	No			THANK & TERMINATE		
addre	ss where it is best to reach you?			ow to participate. May I have your email ou can go to a link or a website?		
	Yes					
	No		Ш	THANK & TERMINATE		

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No



THANK & TERMINATE