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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

CHILD CARE CENTERS

Hello, my name is _____. I'm calling from KRC Research. May I speak with [INSERT NAME]?
WHEN CORRECT INDIVIDUAL HAS BEEN REACHED, CONTINUE.

Hello, my name is _____. I'm calling from KRC Research. You participated in a USDA Food and Nutrition Survey last [INSERT FIELD DATE]. You indicated in the survey that you might be willing to participate in a follow-up small group discussion. Is that correct?

Yes, that is correct	<input type="checkbox"/>	CONTINUE
No, that is not correct	<input type="checkbox"/>	THANK AND TERMINATE

Terrific! We are calling today to find out if you would be willing to participate in a small group telephone discussion with a few other people like yourself who work in child care about nutrition, physical activity and electronic media use among children 5 years and younger while they are in a child care setting. We are not selling anything and we will not ask for any contributions or donations. This is not a marketing call. If you qualify to participate and agree to do so, your answers will be completely anonymous and neither you nor your organization will be identified. Do you think you are interested in participating in a small group discussion?

Yes, interested	<input type="checkbox"/>	CONTINUE
No, not interested	<input type="checkbox"/>	THANK AND TERMINATE

May I ask you a few questions to see if you qualify to participate in this research?

1 **RECORD:**

Male	<input type="checkbox"/>	CONTINUE
Female	<input type="checkbox"/>	CONTINUE

2 Have you previously or do you currently work for any of the following? **[READ LIST]**

	YES	NO
In advertising or public relations?	<input type="checkbox"/>	<input type="checkbox"/>
In marketing or opinion research?	<input type="checkbox"/>	<input type="checkbox"/>
In journalism or for the news media?	<input type="checkbox"/>	<input type="checkbox"/>
TERMINATE IF YES TO ANY OF ABOVE.		

3 To ensure that we include the opinions of a variety of participants could you please tell me your age?

Under 18	<input type="checkbox"/>	TERMINATE
18 – 20	<input type="checkbox"/>	RECRUIT A MIX
21 – 34	<input type="checkbox"/>	
35 – 44	<input type="checkbox"/>	
45 – 54	<input type="checkbox"/>	
55 – 64	<input type="checkbox"/>	

65 or older	<input type="checkbox"/>	
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4 Do you currently work at a child care center?

Yes	<input type="checkbox"/>	CONTINUE
No	<input type="checkbox"/>	TERMINATE

5 What is your job title or role?

Director or Site Supervisor/Manager	<input type="checkbox"/>	RECRUIT A MIX
Assistant Director	<input type="checkbox"/>	
Food Service Director or Manager/Cook	<input type="checkbox"/>	
Teacher	<input type="checkbox"/>	
Graduate Assistant	<input type="checkbox"/>	TERMINATE
Teacher Aid or Volunteer	<input type="checkbox"/>	TERMINATE
Other		TERMINATE

6 Which of the following describes the type of center you work at? [READ LIST]

	YES	NO
Head Start	<input type="checkbox"/>	<input type="checkbox"/>
State-run preschool	<input type="checkbox"/>	<input type="checkbox"/>
Center or other preschool	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>
TERMINATE IF YES TO HEAD START, STATE PRESCHOOL, OR OTHER.		

7 Approximately, how many children are there in the following age groups under your care: [READ LIST ONE AGE RANGE AT A TIME AND RECORD NUMERIC RESPONSE.]

	NUMERIC RESPONSE	None
a. Ages 0 to 12 months	_____	<input type="checkbox"/>
b. Ages 1 and 2	_____	<input type="checkbox"/>
c. Ages 3, 4 and 5	_____	<input type="checkbox"/>
d. Ages 6+	_____	<input type="checkbox"/>
TERMINATE IF "NONE" TO A-C; MUST HAVE SOME CHILDREN UNDER AGE 6 TO CONTINUE .		

8 Does your center offer full-day child care for at least nine months out of the year?

Yes	<input type="checkbox"/>	CONTINUE
No	<input type="checkbox"/>	TERMINATE

- 9 Does your center participate in CACFP (Child and Adult Care Food Program), which provides reimbursement for foods served that meet specific meal pattern requirements?

Yes	<input type="checkbox"/>	CONTINUE
No	<input type="checkbox"/>	TERMINATE

- 10 What is the total number of children at your center? [RECORD NUMERIC RESPONSE]

NUMERIC RESPONSE	___	CONTINUE
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RECRUIT A MIX FOR Q10 OF TOTAL NUMBER OF CHILDREN; TOTAL NUMBER BREAKS TO FOLLOW BASED UPON PHASE 1 FINDINGS

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

Urban	<input type="checkbox"/>	RECRUIT A MIX
Suburban	<input type="checkbox"/>	
Small town	<input type="checkbox"/>	
Rural	<input type="checkbox"/>	
Tribal community	<input type="checkbox"/>	

- 12 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	<input type="checkbox"/>	RECRUIT A MIX
High school or GED	<input type="checkbox"/>	
Some university/college or vocational school	<input type="checkbox"/>	
College	<input type="checkbox"/>	
Postgraduate degree (Masters, Ph.D., professional degree)	<input type="checkbox"/>	

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

Hispanic or Latino	<input type="checkbox"/>	CONTINUE
Not Hispanic or Latino	<input type="checkbox"/>	

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

American Indian or Alaska Native	<input type="checkbox"/>	RECRUIT A MIX
Asian	<input type="checkbox"/>	
Black or African American	<input type="checkbox"/>	
Native Hawaiian or Other Pacific Islander	<input type="checkbox"/>	
White	<input type="checkbox"/>	

INVITATION:

We would like to invite you to participate in a research discussion group. The group will take 90 minutes of your time. The discussion group will be held on [INSERT DATE] at [INSERT TIME].

Will you be available on ____ from ____ to ____ p.m.?

Yes	<input type="checkbox"/>	CONFIRM DATE & TIME
No	<input type="checkbox"/>	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	<input type="checkbox"/>	THANK & TERMINATE
No	<input type="checkbox"/>	

DAY CARE HOMES

Hello, my name is _____. I'm calling from KRC Research. May I speak with [INSERT NAME]?
WHEN CORRECT INDIVIDUAL HAS BEEN REACHED, CONTINUE.

Hello, my name is _____. I'm calling from KRC Research. You participated in a USDA Food and Nutrition Survey last [INSERT FIELD DATE]. You indicated in the survey that you might be willing to participate in a follow-up small group discussion. Is that correct?

Yes, that is correct	<input type="checkbox"/>	CONTINUE
No, that is not correct	<input type="checkbox"/>	THANK AND TERMINATE

Terrific! We are calling today to find out if you would be willing to participate in a small group telephone discussion with a few other people like yourself who work in child care about nutrition, physical activity and electronic media use among children 5 years and younger while they are in a child care setting. We are not selling anything and we will not ask for any contributions or donations. This is not a marketing call. If you qualify to participate and agree to do so, your answers will be completely anonymous and neither you nor your home will be identified. Do you think you are interested in participating in a small group discussion?

Yes, interested	<input type="checkbox"/>	CONTINUE
No, not interested	<input type="checkbox"/>	THANK AND TERMINATE

May I ask you a few questions to see if you qualify to participate in this research?

15 **RECORD:**

Male	<input type="checkbox"/>	CONTINUE
Female	<input type="checkbox"/>	CONTINUE

16 Have you previously or do you currently work for any of the following? **[READ LIST]**

	YES	NO
In advertising or public relations?	<input type="checkbox"/>	<input type="checkbox"/>
In marketing or opinion research?	<input type="checkbox"/>	<input type="checkbox"/>
In journalism or for the news media?	<input type="checkbox"/>	<input type="checkbox"/>
TERMINATE IF YES TO ANY OF ABOVE.		

17 To ensure that we include the opinions of a variety of participants could you please tell me your age?

Under 18	<input type="checkbox"/>	TERMINATE
18 – 20	<input type="checkbox"/>	RECRUIT A MIX
21 – 34	<input type="checkbox"/>	
35 – 44	<input type="checkbox"/>	
45 – 54	<input type="checkbox"/>	
55 – 64	<input type="checkbox"/>	

18

65 or older	<input type="checkbox"/>	
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Do you currently work at a family day care home?

Yes	<input type="checkbox"/>	CONTINUE
No	<input type="checkbox"/>	TERMINATE

19 What is your job title or role?

Owner/Co-Owner/Operator	<input type="checkbox"/>	CONTINUE
Assistant	<input type="checkbox"/>	TERMINATE
Teacher	<input type="checkbox"/>	TERMINATE
Volunteer	<input type="checkbox"/>	TERMINATE
Other	<input type="checkbox"/>	TERMINATE

20 Approximately, how many children are there in the following age groups under your care: **[READ LIST ONE AGE RANGE AT A TIME AND RECORD NUMERIC RESPONSE.]**

	NUMERIC RESPONSE	None
a. Ages 0 to 12 months	_____	<input type="checkbox"/>
b. Ages 1 and 2	_____	<input type="checkbox"/>
c. Ages 3, 4 and 5	_____	<input type="checkbox"/>
d. Ages 6+	_____	<input type="checkbox"/>
TERMINATE IF "NONE" TO A-C; MUST HAVE SOME CHILDREN UNDER AGE 6 TO CONTINUE .		

21 Does your day care home offer full-day child care for at least nine months out of the year?

Yes	<input type="checkbox"/>	CONTINUE
No	<input type="checkbox"/>	TERMINATE

22 Does your day care home participate in CACFP (Child and Adult Care Food Program), which provides reimbursement for foods served that meet specific meal pattern requirements?

Yes	<input type="checkbox"/>	CONTINUE
No	<input type="checkbox"/>	TERMINATE

23 What is the total number of children at your day care home? **[RECORD NUMERIC RESPONSE]**

NUMERIC RESPONSE	_____	CONTINUE
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RECRUIT A MIX FOR Q22 OF TOTAL NUMBER OF CHILDREN; TOTAL NUMBER BREAKS TO FOLLOW BASED UPON PHASE 1 FINDINGS

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

Urban	<input type="checkbox"/>	RECRUIT A MIX
Suburban	<input type="checkbox"/>	
Small town	<input type="checkbox"/>	
Rural	<input type="checkbox"/>	
Tribal community	<input type="checkbox"/>	

25 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	<input type="checkbox"/>	RECRUIT A MIX
High school or GED	<input type="checkbox"/>	
Some university/college or vocational school	<input type="checkbox"/>	
College	<input type="checkbox"/>	
Postgraduate degree (Masters, Ph.D., professional degree)	<input type="checkbox"/>	

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

Hispanic or Latino	<input type="checkbox"/>	CONTINUE
Not Hispanic or Latino	<input type="checkbox"/>	

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

American Indian or Alaska Native	<input type="checkbox"/>	RECRUIT A MIX
Asian	<input type="checkbox"/>	
Black or African American	<input type="checkbox"/>	
Native Hawaiian or Other Pacific Islander	<input type="checkbox"/>	
White	<input type="checkbox"/>	

INVITATION:

We would like to invite you to participate in a research discussion group. The group will take 90 minutes of your time. The discussion group will be held on [INSERT DATE] at [INSERT TIME].

Will you be available on ____ from ____ to ____ p.m.?

Yes	<input type="checkbox"/>	CONFIRM DATE & TIME
No	<input type="checkbox"/>	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	<input type="checkbox"/>	
No	<input type="checkbox"/>	THANK & TERMINATE

SPONSORING ORGANIZATIONS

Hello, my name is _____. I'm calling from KRC Research. May I speak with [INSERT NAME]?
WHEN CORRECT INDIVIDUAL HAS BEEN REACHED, CONTINUE.

Hello, my name is _____. I'm calling from KRC Research. You participated in a USDA Food and Nutrition Survey last [INSERT FIELD DATE]. You indicated in the survey that you might be willing to participate in a follow-up small group discussion. Is that correct?

Yes, that is correct	<input type="checkbox"/>	CONTINUE
No, that is not correct	<input type="checkbox"/>	THANK AND TERMINATE

Terrific! We are calling today to find out if you would be willing to participate in a small group telephone discussion with a few other people like yourself who work in child care about nutrition, physical activity and electronic media use among children 5 years and younger while they are in a child care setting. We are not selling anything and we will not ask for any contributions or donations. This is not a marketing call. If you qualify to participate and agree to do so, your answers will be completely anonymous and neither you nor your organization will be identified. Do you think you are interested in participating in a small group discussion?

Yes, interested	<input type="checkbox"/>	CONTINUE
No, not interested	<input type="checkbox"/>	THANK AND TERMINATE

May I ask you a few questions to see if you qualify to participate in this research?

28 **RECORD:**

Male	<input type="checkbox"/>	CONTINUE
Female	<input type="checkbox"/>	CONTINUE

29 Have you previously or do you currently work for any of the following? **[READ LIST]**

	YES	NO
In advertising or public relations?	<input type="checkbox"/>	<input type="checkbox"/>
In marketing or opinion research?	<input type="checkbox"/>	<input type="checkbox"/>
In journalism or for the news media?	<input type="checkbox"/>	<input type="checkbox"/>
TERMINATE IF 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	<input type="checkbox"/>	TERMINATE
18 – 20	<input type="checkbox"/>	RECRUIT A MIX
21 – 34	<input type="checkbox"/>	
35 – 44	<input type="checkbox"/>	
45 – 54	<input type="checkbox"/>	
55 – 64	<input type="checkbox"/>	

65 or older	<input type="checkbox"/>	
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31 What is your job title or role?

Executive Director	<input type="checkbox"/>	CONTINUE
Assistant Director/Supervisor	<input type="checkbox"/>	CONTINUE
Food Program/Nutrition Manager	<input type="checkbox"/>	CONTINUE
Food Program Specialist/Monitor	<input type="checkbox"/>	CONTINUE
Board Member	<input type="checkbox"/>	TERMINATE
Finance Director	<input type="checkbox"/>	TERMINATE
Human Resources Director	<input type="checkbox"/>	TERMINATE
Community Operations Director	<input type="checkbox"/>	TERMINATE
Other	<input type="checkbox"/>	TERMINATE

32 If you sponsor centers, are they affiliated, that is sponsor-owned, or unaffiliated, that is not sponsor-owned, or both?

Affiliated	<input type="checkbox"/>	RECRUIT A MIX
Unaffiliated	<input type="checkbox"/>	
Both	<input type="checkbox"/>	

33 What is the total number of child care centers and/or day care homes that your organization sponsors: **[READ LIST AND RECORD NUMERIC RESPONSE.]**

	NUMERIC RESPONSE	None
a. Child care centers	_____	<input type="checkbox"/>
b. Day care homes	_____	<input type="checkbox"/>

RECRUIT A MIX OF TOTAL NUMBER OF CENTERS AND DAY CARE HOMES; TOTAL NUMBER BREAKS TO FOLLOW BASED UPON QUANTITATIVE FINDINGS

34 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	<input type="checkbox"/>	RECRUIT A MIX
High school or GED	<input type="checkbox"/>	
Some university/college or vocational school	<input type="checkbox"/>	
College	<input type="checkbox"/>	
Postgraduate degree (Masters, Ph.D., professional degree)	<input type="checkbox"/>	

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

Hispanic or Latino	<input type="checkbox"/>	CONTINUE
Not Hispanic or Latino	<input type="checkbox"/>	

36 **[IF NOT HISPANIC OR LATINO IN Q35]** Which of the following categories best describes your race or ethnicity?

American Indian or Alaska Native	<input type="checkbox"/>	RECRUIT A MIX
Asian	<input type="checkbox"/>	
Black or African American	<input type="checkbox"/>	
Native Hawaiian or Other Pacific Islander	<input type="checkbox"/>	
White	<input type="checkbox"/>	

INVITATION:

We would like to invite you to participate in a research discussion group. The group will take 90 minutes of your time. The discussion group will be held on [INSERT DATE] at [INSERT TIME].

Will you be available on ____ from ____ to ____ p.m.?

Yes	<input type="checkbox"/>	CONFIRM DATE & TIME
No	<input type="checkbox"/>	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	<input type="checkbox"/>	THANK & TERMINATE
No	<input type="checkbox"/>	