

**Paperwork Reduction Act Statement:** The public reporting burden for this collection of information has been estimated to average 5 minutes per response. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to [PRStaff@fda.hhs.gov](mailto:PRStaff@fda.hhs.gov).

**Food Safety Focus Groups  
Appendix I  
Participant Screener  
June 22, 2016**

Recruiting Goals:

- Eight focus groups will be conducted. Two groups will be conducted in Washington, DC; the rest will be held around the country.
- All of the participants must have eaten in a full service restaurant at least once in the past month.
- All participants must cook the main home meal at least some of the time and have used a device, such as a cell phone, tablet, or computer, at least once while cooking.
- All participants must be able to read, understand, and speak English.
- Half of the groups will be with participants who have some college or higher and half with those who have lower levels of education (specific criteria below).
- Within these groups there will be a mix of genders, ages (18 and over), and races/ethnicities.
- Participants cannot have participated in a focus group or a similar study in the past six months. Participation in phone surveys is allowed.
- Sufficient recruits will be invited in order to achieve a target of 8-10 participants per group.
- Each participant will receive a \$75 cash token of appreciation for participating in the focus group.

Study Protocol:

- Each group will last approximately 2 hours (including time needed for signing in before the group starts and signing out after the group ends).
- Groups will be audio- and video-taped. Verbal participant consent will be obtained.
- The identity of the participants will remain confidential.
- Groups will be observed by staff from the Food and Drug Administration and the United States Department of Agriculture.
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate.

Group Composition and Location:

	<b>Location</b>	<b>Level of Education</b>
--	-----------------	---------------------------

<b>Group I</b>	Washington, DC	Higher
<b>Group II</b>	Washington, DC	Lower
<b>Group III</b>	Mid-West	Lower
<b>Group IV</b>	Mid-West	Higher
<b>Group V</b>	Southeast	Higher
<b>Group VI</b>	Southeast	Lower
<b>Group VII</b>	West	Lower
<b>Group VIII</b>	West	Higher

### PARTICIPANT SCREENER SCRIPT

Hello Mr./Ms. \_\_\_\_\_, my name is \_\_\_\_\_ and I'm calling about a research study sponsored by the U.S. Food and Drug Administration in your area. We are recruiting for an upcoming focus group in which participants will be asked to share their thoughts and experiences about eating in restaurants and cooking.

Are you interested in participating?

- Yes → continue
- No → eliminate [thank respondent politely]

Would you mind answering a few questions? This will only take a few minutes of your time.

- Yes → continue
- No → eliminate [thank respondent politely]

Q1. The focus group will be conducted in English. Are you comfortable understanding and speaking English? [NOTE: we will be recruiting Hispanic individuals but the groups will be conducted in English.]

- Yes → continue
- No → eliminate [thank respondent politely]

Q2. I am going to read some age categories, could you please tell me in which category your age falls?

- Under 18 years old → eliminate [thank respondent politely, ask to speak with someone at least 18 years old]
- 18-25 → continue
- 26-35 → continue
- 36-45 → continue
- 46-55 → continue
- 56-65 → continue
- 66 and over → continue

[Please recruit diverse age groups.]

- Q3. Do you or someone from your immediate family work for any of the following:
- A Market Research Firm → eliminate [thank respondent politely]
  - Food Industry, Restaurant or Food Retailer → eliminate [thank respondent politely]
  - A Public Health Organization → eliminate [thank respondent politely]
  - State or local food agency,  
U.S. Department of Agriculture, or  
The Food and Drug Administration → eliminate [thank respondent politely]
- Q4. Do you have a current ServSafe or other safe food handling certificate?  
(If they have an expired certificate it is OK for them to participate.)
- Yes → eliminate [thank respondent politely]
  - No → continue
- Q5. Have you participated in a focus group within the past six months?  
[Interviewer: participation in telephone or internet surveys is allowed]
- Yes → eliminate [thank respondent politely]
  - No
- Q6. How often do you prepare the main meal in your household? Do you prepare the main meal...
- All or nearly all of the time
  - Only some of the time, or
  - Never? → eliminate [thank respondent politely]
- Q7. In the past month have you cooked a meal where you started with raw meat, raw chicken, or raw fish?
- Yes
  - No
- (Note: No more than 3 per group should answer “no, they don’t prepare raw meat, chicken, or fish”. Fewer than 3 who *don’t* prepare raw meat, chicken, or fish is acceptable.)
- Q8. Do you ever use a smart phone, tablet, laptop, or cell phone while preparing food (for example to look up recipes or take a call)?
- Yes
  - No → eliminate [thank respondent politely]
- Q9. Which one do you handle most often while preparing food? Would it be your, smart phone, tablet, laptop, or cell phone?
- Smart phone
  - Tablet (including iPad)
  - Laptop

- Cellphone – not a smart phone
- None of the above → eliminate [thank respondent politely]

(Note: No more than 2 per group can use a cell phone that is not a smart phone.)

Q10. On an average month, about how many times, if any, do you go to a full service restaurant? By “full service restaurants”, I mean those that have table service, such as Ruby Tuesday, TGI Fridays, IHOP, and Cheesecake Factory, or local, non-chain restaurants with table service. [NOTE: Examples of restaurants may be modified depending on location of focus groups.]

- Never or almost never → eliminate [thank respondent politely]
- Less than once a month → eliminate [thank respondent politely]
- Once a month
- More than once a month
- Other response [Specify]\_\_\_\_\_

Q11. Determine gender

- Male
- Female

(Please recruit no more than 4 men per group.)

Q12. What is the highest level of education that you have completed?

- Less than high school → recruit to lower education group
- High school graduate or GED → recruit to lower education group
- Technical/vocational school → recruit to lower education group
- Community college → recruit to lower education group

- 
- Some college (1-3 years → recruit to higher education group  
towards Bachelor’s degree)
  - College (Bachelor’s degree) → recruit to higher education group
  - Advanced degree → recruit to higher education group  
(postgraduate degree)

Q13. Are you of Hispanic or Latino origin?

- Yes
- No

Q14. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you?

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

(Recruit a diverse group reflective of the area.)

Q15. I am going to read some income categories; could you classify your annual household income to one of these categories?

- Less than \$30,000 per year
- \$30,000 to less than \$60,000 per year
- \$60,000 to less than \$80,000 per year
- \$80,000 and over per year

Q16. How many people are in your household? \_\_\_\_\_

(Recruit a diverse group that includes at least half of the group that has others in the household. More than half is acceptable.)

Thank you for answering these questions. We would like to invite you to participate in a focus group with about eight other participants to discuss issues relating to eating habits and health. The discussion will last approximately two hours. The discussion will be video- and audio-taped, and also observed by researchers. Your participation and everything you say during the discussion will remain confidential and your personal identifying information will not be included in any reports. At the conclusion of the focus group, you will receive \$75 as a token of our appreciation for your participation. Are you interested in participating in this focus group?

- Yes
- No → [Thank the person for his/her time]

I'm glad that you will be able to join us! The focus group will take place on (Day), (Date), at [6:00 or 8:00 p.m.] at [site location].

Will you be available to participate at this time?

- Yes
- No → [Thank the person for his/her time]

I would like to send you a confirmation letter and directions to the facility. In order to do so, could you please tell me your mailing address (or fax number, e-mail address) and a phone number where you can be reached:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Date of focus group: \_\_\_\_\_ Time: \_\_\_\_\_

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you use reading glasses, please bring them with you to the focus group.