

Appendix II
Listeria in Pasteurized Soft Cheese
Participant Screener

Recruiting Goals:

- All participants must be able to read, understand, and speak English.
- Sufficient recruits will be invited in order to achieve a target of 8-10 participants per group.
- Each participant will receive a cash token of appreciation for participating in the focus group.
- Separate screeners will be used to recruit for each population 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 U.S. Food and Drug Administration.
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate.

Group Composition and Location:

POPULATION	SEGMENT	LOCATION
Non-Hispanic Pregnant Women	Higher Education	Northeast/Mid-Atlantic/South
	Higher Education	West Coast
	Higher Education	Southeast
	Lower Education	Northeast/Mid-Atlantic/South
	Lower Education	West Coast
	Lower Education	Southeast
Hispanic Pregnant Women	Spanish spoken at home	Southeast
	Spanish spoken at home	West Coast
	English spoken at home	Southeast
	English spoken at home	West Coast

POPULATION	SEGMENT	LOCATION
Adults 70+	Higher Education	South Florida
	Higher Education	Las Vegas
	Lower Education	South Florida
	Lower Education	Las Vegas
General Population	Higher Education	Washington DC Area
	Lower Education	Washington DC Area
Health Care Providers (possibly nurses or aids)	Ob-gyns	Washington DC Area
	Gerontologists	South Florida

PREGNANT WOMEN

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 certain foods.

Determine gender

- Male → We are recruiting pregnant women. Are there any pregnant women in your household that might be interested in participating in a focus group?
- Female → Continue

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]

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]

I just need to confirm that you are pregnant at this time and are not due until after [approx. date].
[Specialized recruit will have targeted pregnant women for recruitment.]

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

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
U.S. Food and Drug Administration → eliminate [thank respondent politely]

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]
- 18-30 → continue
- 31-44 → continue

- 45+ → continue

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]

Are at least half of your meals prepared and eaten at home?

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

Do you ever eat soft cheeses such as queso fresco, queso blanco, brie, or camembert?

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

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

Are you of Hispanic or Latino origin?

- Yes
- No

Do you speak mainly Spanish at home or English?

- Spanish → recruit for Spanish speaking at home groups
- English → continue

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

(Recruit a diverse group reflective of the area.)

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

ADULT 70+ AND GENERAL POPULATION 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 certain foods.

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]

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]

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
U.S. Food and Drug Administration → eliminate [thank respondent politely]

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]
- 18-30 → recruit for under 70 groups
- 31-44 → recruit for under 70 groups
- 45-69 → recruit for under 70 groups

- 70 and over → recruit for over 70 groups

Are you the person who does at least half of the food shopping for your household?

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

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]

Are at least half of your meals prepared and eaten at home?

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

Do you ever eat soft cheeses such as queso fresco, queso blanco, brie, or camembert?

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

Determine gender

- Male → go to male screener
- Female → go to female screener

[Please recruit no more than 4 males per group]

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 towards Bachelor's degree) → recruit to higher education group
- College (Bachelor's degree) → recruit to higher education group
- Advanced degree (postgraduate degree) → recruit to higher education group

Are you of Hispanic or Latino origin?

- Yes
- No

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

(Recruit a diverse group reflective of the area.)

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

**HEALTH CARE PROVIDER
PARTICIPANT SCREENER SCRIPT**

Hello Mr./Ms./Dr. _____, 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 certain foods.

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]

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]

Do you work in the health care field?

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

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]
- 18-30
- 31-44
- 45+

Do you work in the area of women's health?

- Yes → Recruit for women's health groups
- No → continue

Do you work in the field of geriatrics or see mainly older adults in the practice in which you work?

- Yes → Recruit for gerontologist groups
- No → [eliminate if the answer to this and the previous question is "no."]

Do you regularly speak with patients about preventive care?

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

Determine gender

- Male → go to male screener
- Female → go to female screener

[Please recruit no more than 4 males per group]

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

- Less than high school
- High school graduate or GED
- Technical/vocational school
- Community college
- Some college (1-3 years towards Bachelor's degree)

- 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 the best way of contacting you:

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.