

Paperwork Reduction Act Statement: The public reporting burden for this collection of information has been estimated to average 120 minutes per response. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing burden to PRASStaff@fda.hhs.gov.

Appendix I “Healthy” Focus Groups Moderator’s Guide

WELCOME

Thank you for taking the time to join us today. I am _____ from [name of contractor], a research organization. The purpose of this group is to get your thoughts related to your food choices. Your feedback is very important to us and may ultimately be used to [insert goal]. Our discussion will last about 90 minutes.

I am an independent consultant hired to moderate these discussions. Therefore, I don’t have a vested interest in receiving any particular point of view. I simply want to have an active and lively discussion with all of you. Also, I am not an expert about the topics we are going to discuss today. Therefore, you may have questions that I can’t answer.

Have you all checked in with the front desk? Did you receive a copy of the Informed Consent?

GROUND RULES

1. Your participation today is voluntary. If you do not wish to participate, you may stop at any time. The risks associated with participating in this focus group are the same as those you would experience talking in a group of people you do not know. Taking part in this focus group is your agreement to participate.
2. Anyone can speak out; you don’t need to wait for me to call on you. However, please keep in mind that we have a lot to talk about and materials to review, so it’s important that I hear from everyone and that we discuss all of the topics.
3. I will not be able to guarantee confidentiality when the discussion is finished because we will be discussing information as a group. Therefore, if you would feel uncomfortable with any of your statements being shared with others in or outside the group, please do not share them today.
4. Audio/video/observers
 - a. We are audio and video recording this discussion so that I can give you my full attention and not have to take notes. In addition, I have colleagues listening to our discussion and taking notes behind the glass so that your opinions are accurately captured. When writing up our findings, we will not include any information that could identify you. Your name, address, and phone number, will not be given to anyone, and no one will contact you about this research after this group is over.

- b. You have probably noticed the video camera in the room. It's live-streaming our session so that other members of the research team who couldn't be here today can observe our discussion remotely.
5. Speak one at a time and be sure to speak up so that the audio can catch your voice.
6. No side conversations
7. No right or wrong answers
8. If you disagree with something that is said, I want to hear about it.
9. Please set your cell phones to vibrate or turn them completely off. If you need to use the restroom, please feel free to step out and join us once you are done.

Do you have any questions before we continue?

PARTICIPANT INTRODUCTIONS

Thanks again for being here. Let's warm up by going around the room and saying your first name, your favorite food and the last time you ate it.

ICE BREAKER

Today we are going to talk about what comes to mind when you think about healthy food, but before we begin, can you tell me if there is anything that you do specifically for your health and what that might be?

PRIORS

Now I'd like you to focus on eating.

When you hear the term "healthy eating," what comes to mind?

If you were trying to eat healthfully, what kinds of things would you do?

What is your requirement for deciding a specific food is "healthy?"

What food items do you purchase that you consider to be healthy foods?

When you go to the grocery store, do you ever see packaged food products that say "healthy" on the label?

What kinds of products have "healthy" on them?

What is your reaction to "healthy" claims on packaged foods?

What, if anything, confuses you about such claims?

How do you decide for yourself if these foods are in fact healthy?

What other ways do food products try to say they are healthy?

[If not already discussed] Do you ever see products that use another way to say "healthy"?

What kinds of products are these?

Do you ever buy these products?

TERMS TO REACT TO

[Activity to determine correspondence of meaning]

Healthy

Wholesome

Nutritious

Nourishing

Hearty

Health-giving

STIMULI

[First show all mock product labels w/o claim, NFL or ingredients lists one at a time with a discussion for each product. Then show mock labels with claims, NFL and ingredients list one at a time with discussion for each product.]

w/o claims, etc.

What do you think are some of the ingredients in this product?

Would you say that this product is healthy? Why?

Would you consider it part of a healthy diet?

w/ claims, etc.

Look at this food again. With the additional info you now see, would you say this product is healthy? What info on the label helps you decide if it is healthy or not healthy? Is any of the info on the label confusing to you? What would make it less confusing?

FOODS and PRODUCTS

Nuts and seeds [Cereals, Snack foods]

Salmon and other oily fish/ Seafood [Frozen Entrees/meals – many ingred]

Avocado [Guacamole]

Sunflower oil

Canola oil

CLAIMS

Contains healthy whole grains [Does cons think that there are “unhealthy” whole grains?]

Healthy, contains 3 grams of fat per serving

Nuts are part of a healthy diet

Avocado is good for your health