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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 | □ | ***CONTINUE*** |
|  | No, that is not correct | □ | ***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 | □ | ***CONTINUE*** |
|  | No, not interested | □ | ***THANK AND TERMINATE*** |

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

**RECORD**:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Male | □ | ***CONTINUE*** |
|  | Female | □ | ***CONTINUE*** |

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

|  | **YES** | **NO** |
| --- | --- | --- |
| In advertising or public relations? | □ | □ |
| In marketing or opinion research? | □ | □ |
| In journalism or for the news media? | □ | □ |
| ***TERMINATE IF YES TO ANY OF ABOVE.*** | | |

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | Under 18 | □ | ***TERMINATE*** |
|  | 18 – 20 | □ | ***RECRUIT A MIX*** |
|  | 21 – 34 | □ |
|  | 35 – 44 | □ |
|  | 45 – 54 | □ |
|  | 55 – 64 | □ |
|  | 65 or older | □ |

Do you currently work at a child care center?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | □ | ***CONTINUE*** |
|  | No | □ | ***TERMINATE*** |

What is your job title or role?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Director or Site Supervisor/Manager | □ | ***RECRUIT A MIX*** |
|  | Assistant Director | □ |
|  | Food Service Director or Manager/Cook | □ |
|  | Teacher | □ |
|  | Graduate Assistant | □ | ***TERMINATE*** |
|  | Teacher Aid or Volunteer | □ | ***TERMINATE*** |
|  | Other |  | ***TERMINATE*** |

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

|  | **YES** | **NO** |
| --- | --- | --- |
| Head Start | □ | □ |
| State-run preschool | □ | □ |
| Center or other preschool | □ | □ |
| Other | □ | □ |
| ***TERMINATE IF YES TO HEAD START, STATE PRESCHOOL, OR OTHER.*** | | |

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** |
| --- | --- | --- |
| 1. Ages 0 to 12 months | \_\_\_\_\_\_\_ | □ |
| 1. Ages 1 and 2 | \_\_\_\_\_\_\_ | □ |
| 1. Ages 3, 4 and 5 | \_\_\_\_\_\_\_ | □ |
| 1. Ages 6+ | \_\_\_\_\_\_\_ | □ |
| ***TERMINATE IF “NONE” TO A-C; MUST HAVE SOME CHILDREN UNDER AGE 6 TO CONTINUE .*** | | |

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | □ | ***CONTINUE*** |
|  | No | □ | ***TERMINATE*** |

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 | □ | ***CONTINUE*** |
|  | No | □ | ***TERMINATE*** |

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | NUMERIC RESPONSE | \_\_\_\_ | ***CONTINUE*** |

**RECRUIT A MIX FOR Q10 OF TOTAL NUMBER OF CHILDREN; TOTAL NUMBER BREAKS TO FOLLOW BASED UPON PHASE 1 FINDINGS**

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | Urban | □ | ***RECRUIT A MIX*** |
|  | Suburban | □ |
|  | Small town | □ |
|  | 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 | □ | ***RECRUIT A MIX*** |
|  | High school or GED | □ |
|  | Some university/college or vocational school | □ |
|  | 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 | □ |

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

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

**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 | □ | ***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*** |

**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 | □ | ***CONTINUE*** |
|  | No, that is not correct | □ | ***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 | □ | ***CONTINUE*** |
|  | No, not interested | □ | ***THANK AND TERMINATE*** |

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

**RECORD**:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Male | □ | ***CONTINUE*** |
|  | Female | □ | ***CONTINUE*** |

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

|  | **YES** | **NO** |
| --- | --- | --- |
| In advertising or public relations? | □ | □ |
| In marketing or opinion research? | □ | □ |
| In journalism or for the news media? | □ | □ |
| ***TERMINATE IF YES TO ANY OF ABOVE.*** | | |

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | Under 18 | □ | ***TERMINATE*** |
|  | 18 – 20 | □ | ***RECRUIT A MIX*** |
|  | 21 – 34 | □ |
|  | 35 – 44 | □ |
|  | 45 – 54 | □ |
|  | 55 – 64 | □ |
|  | 65 or older | □ |

Do you currently work at a family day care home?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | □ | ***CONTINUE*** |
|  | No | □ | ***TERMINATE*** |

What is your job title or role?

|  |  |  |
| --- | --- | --- |
| Owner/Co-Owner/Operator | □ | ***CONTINUE*** |
| Assistant | □ | ***TERMINATE*** |
| Teacher | □ | ***TERMINATE*** |
| Volunteer | □ | ***TERMINATE*** |
| Other | □ | ***TERMINATE*** |

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** |
| --- | --- | --- |
| 1. Ages 0 to 12 months | \_\_\_\_\_\_\_ | □ |
| 1. Ages 1 and 2 | \_\_\_\_\_\_\_ | □ |
| 1. Ages 3, 4 and 5 | \_\_\_\_\_\_\_ | □ |
| 1. Ages 6+ | \_\_\_\_\_\_\_ | □ |
| ***TERMINATE IF “NONE” TO A-C; MUST HAVE SOME CHILDREN UNDER AGE 6 TO CONTINUE .*** | | |

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | □ | ***CONTINUE*** |
|  | No | □ | ***TERMINATE*** |

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 | □ | ***CONTINUE*** |
|  | No | □ | ***TERMINATE*** |

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | NUMERIC RESPONSE | \_\_\_\_ | ***CONTINUE*** |

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

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | Urban | □ | ***RECRUIT A MIX*** |
|  | Suburban | □ |
|  | Small town | □ |
|  | 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 | □ | ***RECRUIT A MIX*** |
|  | High school or GED | □ |
|  | Some university/college or vocational school | □ |
|  | 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 | □ |

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

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

**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 | □ | ***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*** |

**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 | □ | ***CONTINUE*** |
|  | No, that is not correct | □ | ***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 | □ | ***CONTINUE*** |
|  | No, not interested | □ | ***THANK AND TERMINATE*** |

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

**RECORD**:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Male | □ | ***CONTINUE*** |
|  | Female | □ | ***CONTINUE*** |

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

|  | **YES** | **NO** |
| --- | --- | --- |
| In advertising or public relations? | □ | □ |
| In marketing or opinion research? | □ | □ |
| In journalism or for the news media? | □ | □ |
| ***TERMINATE IF YES TO ANY OF ABOVE.*** | | |

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | Under 18 | □ | ***TERMINATE*** |
|  | 18 – 20 | □ | ***RECRUIT A MIX*** |
|  | 21 – 34 | □ |
|  | 35 – 44 | □ |
|  | 45 – 54 | □ |
|  | 55 – 64 | □ |
|  | 65 or older | □ |

What is your job title or role?

|  |  |  |
| --- | --- | --- |
| Executive Director | □ | ***CONTINUE*** |
| Assistant Director/Supervisor | □ | ***CONTINUE*** |
| Food Program/Nutrition Manager | □ | ***CONTINUE*** |
| Food Program Specialist/Monitor | □ | ***CONTINUE*** |
| Board Member | □ | ***TERMINATE*** |
| Finance Director | □ | ***TERMINATE*** |
| Human Resources Director | □ | ***TERMINATE*** |
| Community Operations Director | □ | ***TERMINATE*** |
| Other | □ | ***TERMINATE*** |

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | Affiliated | □ | ***RECRUIT A MIX*** |
|  | Unaffiliated | □ |
|  | Both | □ |

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** |
| --- | --- | --- |
| 1. Child care centers | \_\_\_\_\_\_\_ | □ |
| 1. Day care homes | \_\_\_\_\_\_\_ | □ |

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

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 | □ | ***RECRUIT A MIX*** |
|  | High school or GED | □ |
|  | Some university/college or vocational school | □ |
|  | 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 | □ |

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

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

**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 | □ | ***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*** |