

**Professional Services to Support Requirements Gathering Sessions
for Safe Food Handling Instructions (SHI)**

OMB No. 0583-NEW

Supporting Statement

B. Statistical Methods

B.1. Respondent Universe and Sampling Methods

We will conduct six focus groups and segment the groups by type of at-risk population and/or demographic characteristics to increase the homogeneity of the groups. To provide geographic diversity, we will conduct two focus groups in three different locations (for a total of six): Sacramento, CA; Oklahoma City, OK; and Raleigh, NC. In each location, we will conduct one focus group with English-speaking adults and one focus group with Spanish-speaking adults. Table B-1 identifies the subpopulations and locations for each focus group.

In addition to meeting the requirements for inclusion in a specific subpopulation, focus group participants must meet the following eligibility criteria:

- are adults (18+);
- cook and prepare meals at home at least four times a week;
- are not a vegetarian;
- have not been employed (including immediate family members) by the federal government; the food service industry; the food industry; health care industry; or a marketing research, advertising, or public relations company in the past 5 years; and
- have not participated in a focus group in past 6 months.

Table B-1 Focus Group Subpopulations

| Group | Subpopulation | Language | Location |
|-------|---|----------|-------------------|
| 1 | Older adults ^a | Spanish | Oklahoma City, OK |
| 2 | Parents of young children ^b | Spanish | Raleigh, NC |
| 3 | Parents of young children ^{b, c} | English | Sacramento, CA |
| 4 | General population/less educated ^d | English | Oklahoma City, OK |
| 5 | General population/less educated ^d | Spanish | Sacramento, CA |
| 6 | Immunocompromised ^e | English | Raleigh, NC |

^a Adults aged 60 years or older

^b Parents/caregivers of children aged 5 years old and younger, including pregnant women

^c Adults with a college degree or higher

^d Adults aged 26 to 59 years old with a high school education or less

^e Adults or caregivers of those diagnosed with cancer, diabetes, or a condition that weakens the immune system

Our contractor will work with a local market research company in each location to recruit potential participants and provide the facilities for hosting the focus group discussions. The data collection will not use statistical methods to select respondents. Using convenience sampling, the market research companies will recruit from their databases and other sources, if necessary, potential participants who meet the eligibility criteria as defined by the screening questionnaire (see Appendix E). Recruiters at each market research company will use the questionnaire to screen and assign participants to the appropriate group in each location. A maximum of 12 participants per group will be recruited, resulting in an actual group size of 8 to 10 participants (due to no-shows).

To ensure that we have a sample that meets our criteria and also includes a mix of genders, ages, and races/ethnicities (as appropriate), the local market research facilities will call

individuals in their recruitment database who represent a mix of these variables. The screening process will then serve to verify demographic variables such as these and identify participants who meet the remaining screening criteria.

The databases maintained by market research facilities are developed through advertisements, word of mouth referrals, outreach to various organizations and industries, Internet list searches, among other means. The databases are constantly refreshed through natural attrition and additions. In addition to contact information, basic socioeconomic characteristics are collected through the registration process and updated periodically.

B.2. Procedures for the Collection of Information

Upon arrival to the focus group facility, participants will read and sign an informed consent form (approved by RTI's Institutional Review Board; see Appendix F) and answer a few short questions to confirm eligibility. Next, participants will complete a short pre-discussion questionnaire to record their current awareness and use of the SHI label (see Appendix B). Then, an experienced moderator will conduct the focus group discussions and use a moderator guide (see Appendix A.1), which will serve as an outline and provide structure for the focus group discussions. The moderator guide will address the following topics:

- Handling of raw and partially cooked meat/poultry products at home
- Use of labeling information when preparing raw and partially cooked meat/poultry products
- Current awareness of the SHI
- Use of the current SHI when preparing raw and partially cooked meat/poultry

- Reactions to possible modifications to the SHI (e.g., addition of recommendation to use a food thermometer and/or endpoint temperatures, replace current icons with Food Safe Families icons, include USDA Web site address for more information).
- Preferred methods for communicating information about revisions to the SHI

During the discussions, participants will be given handouts to aid the discussion (See Appendix A.2).

At the end of each focus group, participants will be asked to complete a short post-discussion questionnaire (see Appendix C) to record the likelihood they would change their behaviors if the SHI label is revised.

Each focus group discussion will be monitored by FSIS staff either onsite or via password-protected video-streaming and professionally recorded by the local market research companies. The audio-recordings will then be professionally transcribed by an independent contractor. The moderators will review the video-recordings and transcripts of the focus group discussions and prepare a detailed summary of each discussion. The moderators will then systematically analyze the detailed summaries to identify common themes and any exceptions to these themes in a final report to FSIS. No statistical analyses will be conducted.

B.3. Methods to Maximize Response Rate and Deal with Nonresponse

Each market research company will recruit 12 individuals to ensure at least 8 individuals show to participate in each focus group. We anticipate that up to 60 adults will participate in the focus group study. The expected response among recruited participants is 83 percent, assuming an average of 10 participants per group.

To maximize response rate and deal with nonresponse, each focus group participant will receive a cash honorarium of \$75 for their participation and be entered into a drawing for a

chance to win an extra \$50 (cash) if s/he arrives 15 minutes before his or her group start time. In addition, each local market research company will send confirmation letters (see Appendix G) with directions and make reminder calls to recruited individuals before the group discussion.

B.4. Tests of Procedures or Methods to be Undertaken

On January 19, 2015, RTI conducted a pilot focus group with nine adults in Research Triangle Park, NC. The purpose of the pilot focus group was to test the moderator guide and the time allotted for each topic. Based on the pilot focus group, we will limit Section II's discussion to allow sufficient time for the other sections. We will also use an actual size SHI label to elicit more appropriate feedback and an enlarged SHI label so participants can more easily read the label. We also revised text in Section IV to improve participants' understanding of several questions and added a question in Section III to ask if the SHI label contains information that consumers (not just the participant him or herself) needs to know.

B.5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Sheryl Cates, RTI International, will manage the collection and analysis of the focus group data. Christopher Bernstein, an FSIS employee, will review the results of the consumer focus groups.