

Attachment B:  
ODPHP Physical Activity Guidelines, 2<sup>nd</sup> Edition  
Screening Script for Parent Focus Groups

OMB Control Number: 0990-0281

December 21, 2017

**Submitted to:**

Sherette Funn  
Office of the Chief Information Officer  
U.S. Department of Health and Human Services

**Submitted by:**

Frances Bevington  
Strategic Communication and Public Affairs Advisor  
Office of Disease Prevention and Health Promotion  
U.S. Department of Health and Human Services

## Screener Script for Parent Focus Groups

Hello, I'm [RECRUITER FIRST AND LAST NAME] and I'm calling from [RECRUITMENT FIRM]. We are an independent consumer research organization. We are not selling or promoting any product or service. I am calling you because you expressed interest in participating in a focus group about how to help people be more physically active.

This is a study funded by the U.S. Department of Health and Human Services. If you qualify to participate, you will receive a payment of \$75 for your participation. The focus group will be held in-person in [CITY, STATE] the week of [MONTH DAY].

Does this sound like something you would be interested in?

- Yes  
 No → **TERMINATE**

Great. Let's find out if you qualify. My questions should only take a few minutes. Any information you provide will be kept private. You can stop at any time or skip any question. To ensure we include a variety of people in our focus groups, I will ask you some questions about your education level, your racial/ethnic background, and a few other personal characteristics.

Would you like to proceed?

- Yes  
 No → **TERMINATE**

Before we begin, I'd like to let you know that all information you provide will be private. Your help is voluntary, and you do not have to answer every question. If you would rather not answer a question, let me know and you can skip it. You can stop at any time.

1. *[Family Market Research]* Do you or any member of your household or immediate family work for a market research company, an advertising agency, a public relations firm, or the media (TV/radio/newspapers/magazines)?  
 Yes → **TERMINATE**

\_\_\_\_\_ No

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0281. The time required to complete this information collection is estimated to average **10 minutes** per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

2. *[Family Health Care]* Do you or any member of your household or immediate family work in public health or health care?

\_\_\_\_\_ Yes → **TERMINATE**

\_\_\_\_\_ No

3. *[Parent Recent Participant]* Within the past 3 months, have you participated in an interview or focus group in which you were asked to give your opinions regarding a product, a service, or advertising?

\_\_\_\_\_ Yes → **TERMINATE**

\_\_\_\_\_ No

4. *[Parent Related]* Is anyone in your household or family already participating in this project?

\_\_\_\_\_ Yes → **TERMINATE**

\_\_\_\_\_ No

5. *[Parent English]* Are you comfortable speaking and reading entirely in English?

\_\_\_\_\_ Yes

\_\_\_\_\_ No → **TERMINATE**

Now I have some questions about you and your family.

6. *[Parental Status]* Are you a parent or guardian?

\_\_\_\_\_ Yes

\_\_\_\_\_ No → **TERMINATE**

7. *[Child Age]* How old are your children? **[Do not read categories, but tally for all categories that apply.]**

\_\_\_\_\_ Ages 2 or younger → **TERMINATE**

\_\_\_\_\_ Ages 3 to 6

\_\_\_\_\_ Age 7 or older → **TERMINATE**

**[CONTINUE if Q7 "Ages 3 to 6" > 0; otherwise TERMINATE.]**

8. *[Parent Physical Activity]* How many days a week do you get 20 minutes or more of physical activity? Physical activity is anything that gets your body moving. Would you say... **[Read categories]**

1 day a week  
 2 days a week  
 3 days a week  
 4 days a week  
 5 days a week → **TERMINATE**  
 6 days a week → **TERMINATE**  
 7 days a week → **TERMINATE**

9. *[Child Physical Activity]* For your child between ages 3-6, how well does this statement describe your child? **[Please answer thinking about your least active child between ages 3-6.]**

My child is very active.

Never  
 Rarely  
 Occasionally  
 Frequently → **MAY TERMINATE**  
 All the time → **MAY TERMINATE**

10. *[Motivation for Child Physical Activity]* For your child between ages 3-6, how well does this statement describe your child? **[Please answer thinking about your least active child between ages 3-6.]**

My child needs me or someone else (e.g., friends, siblings, other adults) to motivate him/her to be active.

Never → **MAY TERMINATE**  
 Rarely → **MAY TERMINATE**  
 Occasionally  
 Frequently  
 All the time

**Note to Recruiter: For parent to be eligible to participate, they need to provide a non-terminating response for either #9 or #10.**

11. *[Parent Age]* How old are you? I'm going to read some age ranges. Please stop me when I reach the group you are in.

Younger than 18 years old → **TERMINATE**  
 Between 18 and 24 years old  
 Between 25 and 34 years old  
 Between 35 and 44 years old  
 Between 45 and 54 years old  
 Between 55 and 64 years old

\_\_\_\_\_ 65 years old or older

12. *[Parent Gender]* What is your gender?

- \_\_\_\_\_ Male
- \_\_\_\_\_ Female
- \_\_\_\_\_ Other
- \_\_\_\_\_ Choose not to answer

13. *[Parent Ethnicity]* Are you of Hispanic or Latino origin?

- \_\_\_\_\_ Yes
- \_\_\_\_\_ No

14. *[Parent Race]* Which category best describes your race?

- \_\_\_\_\_ White
- \_\_\_\_\_ Black or African American
- \_\_\_\_\_ American Indian or Alaska Native
- \_\_\_\_\_ Asian or Pacific Islander
- \_\_\_\_\_ Other

15. *[Parent Education]* What is the highest level of education you have completed? Please stop me when I reach the description that best describes your educational level.

- \_\_\_\_\_ Some elementary or middle school, but did not go to high school
- \_\_\_\_\_ Some high school, but did not finish (9 to 12 years)
- \_\_\_\_\_ High school diploma or GED
- \_\_\_\_\_ Some college
- \_\_\_\_\_ Technical school or trade school (like real estate, childcare, plumbing, electrical)
- \_\_\_\_\_ College graduate
- \_\_\_\_\_ Post graduate

16. *[Household Income]* What is your household's yearly income? Please stop me when I reach the description that best describes your household's yearly income.

- \_\_\_\_\_ Less than \$20,000
- \_\_\_\_\_ \$20,000 to \$34,999
- \_\_\_\_\_ \$35,000 to \$49,999
- \_\_\_\_\_ \$50,000 to \$74,999
- \_\_\_\_\_ \$75,000 to \$99,999
- \_\_\_\_\_ \$100,000 to \$149,999
- \_\_\_\_\_ \$150 to \$199,999
- \_\_\_\_\_ \$200,000 or more

**TERMINATION SCRIPT**

Thank you for answering all of my questions. We are recruiting people from different backgrounds and unfortunately, we have already recruited several individuals with similar characteristics as yours. Again, thank you for the time.

**INVITATION SCRIPT**  
(USE IF PARENT MEETS RECRUITING CRITERIA)

Thank you for answering all of my questions so far.

The group discussion will take place on [DATE, TIME, LOCATION]. Are you able to attend on this day and time?

- Yes  
 No → **TERMINATE:** "Thank you for speaking with me."

During the group, you will be asked to read several materials and share your opinion. Would you feel comfortable reading the materials and discussing them with others?

- Yes  
 No → **TERMINATE:** "Thank you for speaking with me."

Great. This is an important project and your opinions will help the U.S. Department of Health and Human Services to promote healthy lifestyles for children and teens. As I said, you will receive a payment of \$75 for your participation in the 90-minute focus group. No one will try to sell you anything, and no one will call you as a result of your participation.

Do you agree to participate in the discussion group?

- Yes  
 No → **TERMINATE:** "Thank you for speaking with me."

**CONTINUATION SCRIPT**  
(USE FOR INDIVIDUALS WHO QUALIFY AND AGREE TO PARTICIPATE)

Let me just mention a few more things:

- If you use glasses for reading or watching TV, please be sure to bring them with you, since you will be asked to read several things.
- We cannot provide babysitting services, so it will not be possible for you to bring any children with you.
- If someone comes with you to the discussion group, they will not be able to join in the group. They will need to wait for you outside the room.

- Only one person from the same household or family will be able to participate in the discussion group.

We can only invite a limited number of people to be in the focus group. May we schedule you for the group?

\_\_\_\_\_ Yes

\_\_\_\_\_ No → **TERMINATE**. Thank you for speaking with me.

Let me [get/confirm] your contact information so that we can call you a few days before the group to remind you of the date and time.

PARENT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

PHONE: (DAY) \_\_\_\_\_

(EVENING) \_\_\_\_\_

(EMAIL) \_\_\_\_\_

SCHEDULED FOR: \_\_\_\_\_

Recruiter: \_\_\_\_\_ Date: \_\_\_\_\_

If you will **not** be able to participate, please call [NAME AND NUMBER] to let us know as soon as possible, so we can ask someone else. We need to have a certain number of people for the group. Thank you!