

## **Appendix B: Recruitment Materials**

### **Focus Groups and Hybrid Groups for U.S. based adults 18+**

#### **Landing Web Page/ Intake Form**

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#### Focus Group Study of U.S. Adults' Knowledge, Attitudes, and Practices of Foodborne Disease Outbreaks and Illness Prevention

EurekaFacts, LLC is conducting an important project to improve communication materials to help citizens like you become more aware about foodborne illnesses and related risks. The project is fully funded by the Centers for Disease Control and Prevention. Your participation will help us improve the messaging shared by CDC so that more people can be informed and aware of foodborne outbreaks and illnesses. Here is some background information about this paid opportunity:

- A 100-minute focus group session conducted by a professional facilitator at a day, time, and location most convenient for you
- We will ask you questions to understand your knowledge, attitudes, and practices about food handling and foodborne illnesses
- A \$75 thank you to people who complete the focus group session
- Voluntary – you can choose whether to take part or not
- Private – your answers to questions will not be reported with any information that identifies you as an individual
- You can choose not to answer any question
- You can withdraw at any time
- Your participation will not impact any healthcare you receive
- Funded by the Centers for Disease Control and Prevention (CDC)

1. To be considered, please answer the questions below.
2. If your responses indicate you may be eligible, we will contact you by phone to ask you a few more questions.
3. If you are eligible, you will be invited to a focus group session.
4. When you complete the focus group session, you will be given a \$75 thank you.

***[Online Screener: short web form asking basic questions to determine eligibility and collected best phone contact information]***

Focus Group Study of U.S. Adults' Knowledge, Attitudes, and Practices of Foodborne Disease Outbreaks and Illness Prevention

Online Screening Questions

Thank you for your willingness to participate in this project.

This survey is meant to assess whether you qualify to participate in a project on Foodborne Disease Outbreaks and Illness Prevention conducted by EurekaFacts, LLC, a research company, for the Centers for Disease Control and Prevention. If you qualify for this project and complete a 100-minute focus group session, you will receive a \$75 incentive in appreciation for the completion of the focus group session.

Some of these questions may seem personal. You may refuse to answer any question and can stop the survey at any time. All of your information will be strictly secure, and your answers to questions will be not be reported with any information that identifies you as an individual.

1. Are you male or female?
  - a. Male
  - b. Female
  - c. Prefer not to answer
  
2. What is your age?
  - a. Under 18 (**Terminate**)
  - b. 18-30
  - c. 31-40
  - d. 41-50
  - e. 51-60
  - f. 61-64
  - g. 65 +
  
3. In the last 6 months, have you participated in any paid market research studies conducted by EurekaFacts?
  - a. Yes (**Terminate**)
  - b. No
  
4. What is the highest degree or level of school you have completed?
  - a. Less than high school diploma
  - a. High school diploma or GED
  - b. Some college, but no degree
  - c. Associates Degree (e.g. AA, AS)
  - d. Bachelor's Degree (e.g. BA, BBA, BS)
  - e. Master's Degree (e.g. MA, MS)
  - f. Professional Degree (e.g. MD, JD) or Doctorate (e.g. PhD, EdD)

3. Are you currently employed in any of the following:
  - a. Risk Communication **(Terminate)**
  - b. Market research **(Terminate)**
  - c. Advertising agency or public relations firm **(Terminate)**
  - d. Website design
  - e. Food Safety or Public Health **(Terminate)**
  - f. Restaurant Management **(Terminate)**
  - g. Healthcare with patient care responsibilities **(Terminate)**
  - h. Cheesemaker or cheese monger **(Terminate)**
  - i. Leafy green produce grower, distributor, or seller **(Terminate)**
  - j. No
  
4. Within the last 6 months, have you experienced any severe illness requiring hospitalization that was attributed by a healthcare provider to consumption of contaminated food?
  - a. Yes **(Terminate)**
  - b. No
  
5. Do you live in a rural, suburban, or urban areas?
  - a. Rural
  - b. Suburban
  - c. Urban
  - d. Don't know
  - e. Prefer not to answer
  
6. Choose one or more of the following which describes your race?
  - a. White
  - b. Black or African American
  - c. American Indian or Alaska Native
  - d. Asian
  - e. Native Hawaiian or Other Pacific Islander
  - f. Other, please specify \_\_\_\_\_
  - g. Prefer not to answer
  
7. Are you of Hispanic or Latino origin or descent?
  - a. Yes
  - b. No
  - c. Prefer not to answer
  
8. Do you have children under the age of 18 living in your household?
  - a. Yes
  - b. No
  
9. In this study we will ask you to read several paragraphs aloud. The reading materials will only be in English. Do you feel comfortable reading aloud, without assistance, during the interview?
  - a. Yes
  - b. No **(Terminate)**

10. As I mentioned before, these interviews will take place at the EurekaFacts' office located in downtown Rockville, Maryland. Are you willing to drive or commute to our location?  
(PROVIDE MORE INFO IF NEEDED: 51 Monroe St., Plaza East 10; NEAR Rockville Town Center; Rockville Metro Station on the Red Line)

- a. Yes
- b. No (**Terminate** - Thank you very much for your time, but unfortunately you would need to be present at our facilities to participate in this study. Have a nice day/evening.)

**GENERIC TERMINATION LANGUAGE:** Thank you very much for your time, but unfortunately you do not qualify for this study.

**Closing:** Thank you for answering these questions. You are eligible to help with this project. If you choose to participate in a 100-minute focus group about foodborne illnesses, you will receive \$75 in appreciation for your participation. To participate and receive a \$75 VISA gift card, you must provide consent.

11. Do you understand that you must complete and sign a consent form to participate?

- a. Yes
- b. No (Terminate-Thank you for taking the time to talk with me today. Have a great day/evening.)

Please provide us with the following contact information:

First Name

Last Name

Email Address

Phone Number

Mobile Phone Number

Home Phone Number

Mailing Address

City

Zip Code



Frequently Asked Questions (FAQs)  
**In-Depth Research Sessions for Foodborne Study**

**What is the purpose of this project?**

The purpose of the focus group is to help us make sure that the information we share with the public on foodborne illness is clear and easy to understand. Your participation will help us improve the messaging shared by CDC so that more people can be informed and aware of foodborne outbreaks and illnesses. This study is being conducted by EurekaFacts, LLC and is funded by the Centers for Disease Control and Prevention.

**Why am I being asked?**

You are invited to participate in this project because you are a U.S.-based adult who is likely to have experiences, knowledge, and attitudes regarding foodborne illnesses and related risks.

**What is a focus group session?**

Sessions involve participating in a focus group with a small number of people to learn their perspectives on a topic in detail. You may also participate in a one-on-one conversation to go into more depth.

**What procedures are involved?**

During the interview, you will be asked about food safety and foodborne illnesses. The interviewer will ask open-ended questions to follow-up on your feedback. During the focus group, a moderator will lead a group conversation on topics related to food safety and how to improve the information shared with the public. The moderator will ask questions to follow-up on your feedback. The overall session should last around 100 minutes today.

There are no 'right' or 'wrong' answers. We are interested in your perspective. If there are any questions that you don't feel knowledgeable about or don't feel comfortable answering, please let us know.

**Will I be reimbursed for my participation in this research?**

In appreciation for your time, you will receive a compensation of \$75 from EurekaFacts, LLC at the end of the session.

**What are the potential risks and discomforts?**

No more than minimal risk is expected during any phase of this study. Some individuals might feel uncomfortable answering certain questions. You may choose to refuse to answer any question and stop the session at any time.

**How do I benefit from participating in this project?**

You may not benefit directly by participating in this project. However, your responses will play a crucial role in the development of communication materials to help educate and inform

the public about the risks associated with unhealthy food handling practices and other related risks.

**What about privacy?**

Any data we collect will not be disclosed to anyone other than the individuals working on this project. Each person in the study will be assigned a unique identification code so her name will not be used in the process of analyzing or publishing the results. In certain situations, we might be required to share your responses with officials outside of this project team, but we would only do so if required by law.

**Can I withdraw or be removed from the project?**

Your participation in this project is voluntary. You may choose to refuse to answer any question and stop the session at any time during the session. You also have the right to withdraw from the project at any time without any penalty or questions asked and without any effect on your present or future relationship with us.

**Person to Contact**

This research has been approved by

Mila Sugovic, PhD

Principal Investigator

EurekaFacts LLC

1-866-MyFacts

[Research@EurekaFacts.com](mailto:Research@EurekaFacts.com)

[www.EurekaFacts.com](http://www.EurekaFacts.com)

## Email Invitation to Participate in the Focus Group Session

<Date>

IF SENT AS E-MAIL - Subject: Paid Foodborne Illness Prevention Project

Dear <insert name>,

**Are you willing to take part in a project to improve the health of fellow citizens and residents?** EurekaFacts, LLC is recruiting adults 18 years and above for a 100 minute focus group session for which you will be paid a \$75 gift card. The goal of this project is to improve communication materials to help citizens become more aware about foodborne illnesses and related risks. This project is funded by the Centers for Disease Control and Prevention. Please click on the link below to find out more about the project and answer a few questions to see if you are eligible to take part.

[INTAKE FORM LINK]

If you have questions about the project, please email us at [Research@EurekaFacts.com](mailto:Research@EurekaFacts.com) or call 1-866-MyFacts (1-866-693-2287) and ask about the Foodborne Illness project.

Mila Sugovic, PhD  
Principal Investigator  
EurekaFacts LLC  
1-866-MyFacts  
[Research@EurekaFacts.com](mailto:Research@EurekaFacts.com)  
[www.EurekaFacts.com](http://www.EurekaFacts.com)



***Digital Ad Invitation: Social Media, Craigslist, Newsites***

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**Are you willing to take part in a project to improve the health of fellow citizens and residents like you?** EurekaFacts, LLC is recruiting adults 18 years and above to take part in a 100 minute focus group session for which you will be paid a \$75 gift card. The goal of this project is to improve communication materials to help citizens become more aware about foodborne illnesses and related risks. This project is funded by the Centers for Disease Control and Prevention.

Please click on the link below to find out more about the project and answer a few questions to see if you are eligible to take part: [INTAKE FORM LINK]

If you have questions about the project, please email us at [Research@EurekaFacts.com](mailto:Research@EurekaFacts.com) or call 1-866-MyFacts (1-866-693-2287) and ask about the Foodborne Illness study.

## *Newspaper Ad*

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Visit our website to find out more about the project and sign up: [INTAKE FORM LINK – See Screen Shot in Appendix X]

If you have questions about the project, please email us at [Research@EurekaFacts.com](mailto:Research@EurekaFacts.com) or call 1-866-MyFacts (1-866-693-2287) and ask about the Foodborne Illness project.

## **Intake Form Auto Response**

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<Date>

IF SENT AS E-MAIL - Subject: Thank you for your interest in our project

Dear <NAME>,

Thank you for signing up to be considered for this important project! We are looking for adults 18 years or above to take part in focus group sessions to understand the public's thoughts, attitudes, and behaviors about foodborne disease. If you are eligible, we will contact you by phone from the number <NUMBER> with more details regarding this project.

If you should have any questions regarding this project, please contact EurekaFacts, LLC at <Phone number> or <Email address>, or visit <LINK>.

Thank you again for your willingness to take part in this important project.

Sincerely,

Mila Sugovic, PhD

Principal Investigator

EurekaFacts LLC

1-866-MyFacts

[Research@EurekaFacts.com](mailto:Research@EurekaFacts.com)

[www.EurekaFacts.com](http://www.EurekaFacts.com)

Voicemail message option

Hello. I'm \_\_\_\_\_ calling from EurekaFacts, LLC in Rockville, Maryland about an important project regarding foodborne disease and prevention for the Centers for Disease Control and Prevention. I would like to know if you are willing and able to take part in an focus group session for which you would receive a \$75 gift card. Please call [number] to learn more about it, or we will try back another time. Thank you!

## **In-Depth Focus Group session Confirmation Email**

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<Date>

IF SENT AS E-MAIL - Subject: Focus group session appointment

Hello Ms. <NAME>,

Thank you for agreeing to take part in the Foodborne Disease Project being conducted by EurekaFacts, LCC.

This email is to confirm that you are scheduled to participate in the focus group session:

<DATE> at <TIME>

<LOCATION>

Please plan for an *arrival at least 15 minutes before* the start of the session. The session will last approximately 60 minutes and you will be given \$75 as a thank you.

Please plan to attend the focus group session alone, as we want to keep your session private. Also, we do not offer a sitting service for children. You must attend the session to receive the incentive. You may not receive the incentive if you are late for the appointment.

**(if applicable: add Map and Driving Directions)**

Please reply to this email to let us know this appointment still works for you. If you have any questions, please call <PHONE NUMBER>.

Best regards,

<RESEARCHER NAME>

Public Health Researcher

EurekaFacts, LLC

[research sessioner phone number]

[research sessioner email address]

[www.EurekaFacts.com](http://www.EurekaFacts.com)