

**Appendix II
Healthy Icon Focus Groups
Screener**

OMB No: 0910-0497

Expiration Date: 10/31/2020

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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.

Recruiting Goals:

1. Recruit 12 participants for each group.
2. Participants need to be a mix of age groups.
3. Participants will be a mix of men and women with no more than 4 men per group.
4. Participants will have a mix of race/ethnicity reflective of the population in the region.
5. Groups will be segmented by Nutrition Motivation (see screener questions)
6. Groups will also be segmented by education level (hi, low)
7. Participants must be one of the primary food shoppers in the household.

Screener:

My name is () and I'm calling about a market research study we are conducting on behalf of the U.S. Food and Drug Administration in your area. We are recruiting for an upcoming focus group. We are holding a group discussion on [DATE] with approximately 9 people. The group will start at [TIME] and will last no longer than 90 minutes. Groups will be audio and video recorded. You will be provided with an incentive as a token of our appreciation for participating in this study for your time, effort, and travel expenses. Would it be OK if I ask you a few questions now to see if you're eligible to be in one of the groups? (IF YES, CONTINUE; IF NO, THANK AND TERMINATE).

1. Are you the person who usually goes grocery shopping for your family?
 - a. Yes → continue
 - b. No → eliminate

2. Do you or does anyone from your immediate family work for:
 - a. Market Research Firm → eliminate
 - b. Food Product Manufacturing Company → eliminate

3. I am going to read some age categories --- could you please tell me which category your age falls in. [RECRUIT A MIX OF 3 AGE SEGMENTS]
 - a. Under 18 years old → eliminate
 - b. 18-22 → continue
 - c. 23-45 → continue
 - d. 46+ → continue

4. Determine gender.
 - a. Male [DO NOT RECRUIT MORE THAN 4 MEN PER GROUP OF 12.]
 - b. Female

5. What is the highest level of education that you have completed?
 - a. Less than high school graduate → lower education group
 - b. High school graduate or GED → lower education group
 - a. Attended or graduated technical/vocational school → lower education group
 - b. Some community college → lower education group
 - c. Some college or community college graduate → higher education group
 - d. College graduate → higher education group
 - e. Attended or graduated with advanced degree → higher education group

6. Are you of Hispanic or Latino origin?
 - a. Yes → continue - recruit a mix of race/ethnicity
 - b. No → continue - recruit a mix of race/ethnicity

7. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you...? [RECRUIT A MIX PER GROUP]
 - White
 - Black or African American
 - Asian
 - Native Hawaiian or other Pacific Islander
 - American Indian or Alaska Native

8. During the focus group discussion, you will be asked to review written materials and offer your opinions, so I need to ask whether you have a medical or nonmedical condition that affects your ability to read and/or understand written materials in English?

- c. Yes → eliminate
- d. No → continue

9. We are looking for all sorts of people for these focus groups; we want to make sure we have a lot of different kinds of people, so please tell me, on a scale from 1 to 7, how well do the following two statements describe you, where 1 means the statement does not describe you at all and 7 means the statement describes you perfectly.

9a. I always follow a healthy and balanced diet

On a scale from 1 to 7, how well does this statement describe you?

Remember, 1 means not at all and 7 means it describes you perfectly.

Now for the second statement.

9b. I eat what I like and I do not worry about healthiness of food

On a scale from 1 to 7 how well does this statement describe you?

[INSTRUCTIONS FOR SORTING TO HIGH/LOW NUTRITION MOTIVATION GROUPS: RETAIN NUMERICAL RESPONSES FOR 9A. FOR 9B, REVERSE NUMERICAL RESPONSES; I.E., 1=7, 2=6, 3=5, 4=4, 5=3, 6=2, 7=1.; ADD 9A AND NEW 9B AND DIVIDE BY 2. 1 THRU 4= LOW NUTRITION MOTIVATION GROUP. 5 THRU 7 =HIGH NUTRITION MOTIVATION GROUP.]

You qualify for our study. The discussion group will be held on [DATE] at [TIME] and will last about 90 minutes. For your time and opinions, you will receive \$75 at the end of the session.

10. Would you like to participate in the group discussion at [TIME] on [DATE]?
- a. Yes → continue
 - b. No → eliminate

Great! May I please have your mailing and/or e-mail address to send you a confirmation letter with directions? [Verify address and phone number.]

Thank you. That's all the questions I have today. Please try to arrive at least 15 minutes before the starting time. If you have any questions or find that you are unable to attend, please call [facility's phone number] as soon as possible. Thank you again for your time. We look forward to seeing you at [TIME] on [DATE].

Read if necessary:

If you have any questions about the study, you may contact _____ of _____ at _____. If you have concerns about how participants are being treated in the study, you may contact _____ toll-free at _____.

****NOTE** THIS PAGE MUST BE STORED SEPARATELY FROM THE SCREENER AND FOCUS GROUP DATA. PLEASE DESTROY UPON COMPLETION OF FOCUS GROUP.**

We are asking for your contact information only for sending you a reminder letter and giving you a call to remind you of the discussion group. We will destroy all contact information at the end of the groups.

NAME: _____

ADDRESS: _____

CITY: _____

ZIP CODE: _____

E-MAIL _____

What is the best time to reach you? What is the best telephone number to reach you at that time?

BEST TIME TO BE REACHED: _____

BEST PHONE NUMBER: _____

Is there another time and number we can try if we miss you?

ALTERNATE TIME:

ALTERNATE PHONE NUMBER:

Thank you. That's all the questions I have today. Please try to arrive at least 15 minutes before the starting time. If you have any questions or find that you are unable to attend, please call [facility's phone number] as soon as possible. Thank you again for your time. We look forward to seeing you at [TIME] on [DATE].