

ATTACHMENT K.1  
CLIENT FOCUS GROUP RECRUITMENT GUIDE  
ENGLISH

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**CLIENT FOCUS GROUP: RECRUITMENT SCRIPT**

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**Focus Group Screening Criteria:**

- Treatment/control group for SNAP E&T pilot program (pre-selected)
- Voluntary/mandatory SNAP E&T program (pre-selected)
- SNAP E&T program size and services (pre-selected)
- Geographic range (pre-selected)
- Locations will be chosen to include a mix of urban/suburban/rural (pre-selected)
- Mix of able bodied adults without dependents (ABAWDs) and non-ABAWDs (pre-screened)
- Mix of employed, short-term unemployed, and long-term unemployed
- English- or Spanish-speaking
- Mix of ages, 18-59 years old (pre-screened but confirm)
- Mix of races, particularly African-American and White, and Hispanic ethnicity (pre-screened but confirm)

**Instructions:**

- You will be given a list of individuals that use services at a particular SNAP E&T location participating in the pilot program. These locations have been chosen based on size of the E&T program and the pilot program at that site, the services provided, and its geographic location. Focus group participants should include a mix of individuals based on ABAWD status (if applicable), age group, and length of unemployment. With the exception of Spanish-speaking groups, the racial composition of the focus group should reflect that of the SNAP E&T provider's customers.
- If the phone number is out of service, let your Field Manager know, and move on to the next case.
- Anticipate that the participant will have questions about how you got his name, how you know he is getting SNAP, and what you want to know about him. Refer to the study information form before each interview to make sure you are prepared to address questions that participants are likely to raise.
- Note that we are looking for people who *want* to participate and who fit into the group that we are talking with.
- Be prepared to describe transportation options and directions for getting to the focus group. You should also be familiar with available parking options.

ASK: **Hi, is [SNAP E&T PARTICIPANT NAME] there?**

➔ IF NO: **Can you tell me how I can reach him/her?**

- Ask whether this is the best number to reach the participant. If not, collect any other phone numbers. Leave a phone number at which the participant can reach you.
- If the person who answers says you have the wrong number, say you were given this number for [NAME OF PARTICIPANT] and ask if he or she knows the person. You may mention it is for a research study, but do not provide any other information.

➔ IF PARTICIPANT ANSWERS: **Hi, [name of SNAP E&T participant]. This is [give your name]. I am calling about a study on employment and training programs offered by SNAP <use state name for program>. You agreed to participate in a study of SNAP E&T participants. and we are looking for people to join a focus group about their experiences with employment and training. Group members will receive \$50 MAX Discover® prepaid card when they participate. May I ask you a few questions to see if you qualify for the group?**

➔ IF NO: If the participant declines, listen carefully and try to respond to his expressed concerns so you can find out if he is eligible. You might say something like, “I understand your concern,” and address the particular issue. Say you’d like to ask just a couple of questions to find out if he qualifies to be part of the group. If the participant agrees, proceed with the screener questions. If the participant does not agree, let him know who he can contact to learn more about the study, and leave your name and number in case the person changes his mind.

➔ IF YES: Proceed with screener questions.

**Fantastic, thank you. As I mentioned, we are talking with people who participated in an employment and training program through [State name for SNAP].**

**1. Are you currently, or have you recently, received [State name for SNAP]?**

- ➔ IF YES.....Continue
- ➔ IF NO.....Terminate screener

**2. Are you currently, or have you recently, received training services from [PROVIDER NAME]?**

- ➔ IF YES or unsure.....Continue
- ➔ IF NO.....Terminate screener

**3. How old are you?**

- ➔ IF 18-59.....Continue  
(Ensure age groups 18-29, 30-49, and 50-59 are all represented)
- ➔ IF UNDER 18.....Terminate screener
- ➔ IF OLDER THAN 59.....Terminate screener

**4. Are you currently doing any work for pay?**

- ➔ IF YES.....Continue but note as employed
- ➔ IF NO.....Continue but ask follow-up question

**[If not working, ask:] How long have you been unemployed?**

- ➔ IF LESS THAN 2 YEARS.....Continue but note as short-term unemployed
- ➔ IF MORE THAN 2 YEARS.....Continue but note as long-term unemployed  
(Ensure numbers of employed or short-term unemployed are equal to those of long-term unemployed)

**5. Are you...**

- ➔ Hispanic or Latino, or.....Continue
- ➔ Not Hispanic or Latino? .....Continue

**What race or races do you consider yourself to be?**

(Respondents may choose multiple categories. Note all categories mentioned)

American Indian or Alaska Native	
Asian	
Black or African-American	
Native Hawaiian or other Pacific Islander	
White	

**6. What language do you primarily speak at home?**

- ➔ IF ENGLISH.....Continue
- ➔ IF SPANISH ..... Ask, “Are you fluent in English?”  
If not, continue but assign to Spanish-speaking group  
If fluent, continue but you will later ask about focus group preference IF OTHER.....Continue

*TERMINATE SCREENER:*

**I appreciate you answering my questions. Unfortunately, you do not qualify for this study. Thank you for your time and have a good day.**

*ELIGIBLE FOR STUDY:*

**Thank you for answering my questions. Based on what you told me, you fit the group of people that we would like to speak with for this study. The focus group that I mentioned earlier will take about 90 minutes, and each participant will receive a \$50 MAX Discover® prepaid card. Would you be interested in coming to a focus group to help with the study?**

*SPANISH SPEAKERS FLUENT IN ENGLISH:*

**Would you like to participate in an English or Spanish-language focus group? [IF ENGLISH GROUP IS FULL:] Unfortunately, Our English language focus group has already filled up. Would you be interested in joining our Spanish language group?**

- ➔ YES: Schedule the focus group.  
**Great. The focus group will take place at [LOCATION] on [DATE] at [TIME]. Are you available then?**
  - [IF NO:] I’m sorry to hear that. I appreciate you taking the time to answer my questions. Have a good day.
  - [IF YES:] Good, we will send you a letter confirming the date, time, and location of the focus group. Is [ADDRESS ON FILE] the best place to send this letter?

➔ RECORD INFORMATION:

- ➔ Name of Participant \_\_\_\_\_
- ➔ (Best) Address \_\_\_\_\_

- And is this number the best place to reach you?

➔ RECORD INFORMATION:

- ➔ (Best) Phone Number \_\_\_\_\_

**Thank you so much. Again, my name is \_\_\_\_\_ . If you have any questions or if anything comes up in the meantime, feel free to contact me at \_\_\_\_\_ . Thank you in advance for participating, I'm looking forward to speaking with you!**

- ➔ **NO:** Listen to participant's reason and respond to expressed concerns. Some examples follow.

*INCONVENIENT OR DON'T HAVE TIME:*

**The focus group is only 90 minutes and will be held at [LOCATION], which is accessible by [TRANSPORTATION]. After the focus group is over, you'll receive \$50 MAX Discover® prepaid card.**

- **[IF YES]: VERIFY BEST ADDRESS AND PHONE NUMBER.**

**Name of Participant** \_\_\_\_\_  
**(Best) Phone Number** \_\_\_\_\_  
**(Best) Address** \_\_\_\_\_

**Thank you so much. Again, my name is \_\_\_\_\_ . We will send you a letter confirming the day, time, and location prior to the focus group. If you have any questions or if anything comes up in the meantime, feel free to contact me at \_\_\_\_\_ .**

- **[IF NO]: Okay, thank you very much for your time.**

*NOT INTERESTED:*

**We'd really appreciate your help. We need to hear from people just like you who are participating in training programs. We want to hear about the services you've received, and get your thoughts on how the program could be improved. It'll only take about 90 minutes of your time and you'll get \$50 MAX Discover® prepaid card for participating Can I sign you up for the group?**

- **[IF YES]: VERIFY BEST ADDRESS AND PHONE NUMBER.**

**Name of Participant** \_\_\_\_\_  
**(Best) Phone Number** \_\_\_\_\_  
**(Best) Address** \_\_\_\_\_

**Thank you so much. Again, my name is \_\_\_\_\_ . We will send you a letter confirming the day, time, and location prior to the focus group. If you have any questions or if anything comes up in the meantime, feel free to contact me at \_\_\_\_\_ .**

- **[IF NO]: Okay, thank you very much for your time.**

*I DON'T WANT TO DO ANYTHING THAT COULD INTERFERE WITH MY BENEFITS:*

**Participating will have no impact on either your [State name for SNAP] benefits or your training, now or in the future. Neither the local SNAP offices nor the USDA**

**will know who spoke to us. Everything you say will be considered private to the extent allowed by law. We won't use your name at all or any personal information. Would you be willing to help?**

- [IF YES]: VERIFY BEST ADDRESS AND PHONE NUMBER.

**Name of Participant** \_\_\_\_\_  
**(Best) Phone Number** \_\_\_\_\_  
**(Best) Address** \_\_\_\_\_

**Thank you so much. Again, my name is \_\_\_\_\_ . We will send you a letter confirming the day, time, and location prior to the focus group. If you have any questions or if anything comes up in the meantime, feel free to contact me at \_\_\_\_\_ .**

- [IF NO]: **Okay, thank you very much for your time.**

*DON'T PARTICIPATE IN STUDIES/GOVERNMENT RESEARCH:*

**I understand your hesitation, but this focus group will only take about 90 minutes and we won't contact you again after that. You also don't have to answer any questions that you don't want to. We would really appreciate your help.**

**SCREENING TIP**

When explaining the procedures for protecting privacy, giving examples can be helpful. You might say something like, "You know when you hear something on the news, and they say, 'People have said that...,' or when you read something that says, 'All names have been changed to protect the respondents?' This study will be like that."

- [IF YES]: VERIFY BEST ADDRESS AND PHONE NUMBER.

**Name of Participant** \_\_\_\_\_  
**(Best) Phone Number** \_\_\_\_\_  
**(Best) Address** \_\_\_\_\_

**Thank you so much. Again, my name is \_\_\_\_\_ . We will send you a letter confirming the day, time, and location prior to the focus group. If you have any questions or if anything comes up in the meantime, feel free to contact me at \_\_\_\_\_ .**

- [IF NO]: **Okay, thank you very much for your time.**

**Public Burden Statement**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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 0584-0604. The time required to complete this information collection is estimated to average 10 minutes including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate to the Office of Policy Support, Food and Nutrition Service, USDA, 3101 Park Center Drive, Room 1014, Alexandria, VA