

**SUPPORTING STATEMENT B:  
COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS  
STAKEHOLDER INPUT TO ENHANCE OUTREACH ON RETAIL CONTROL OF *LISTERIA MONOCYTOGENES* IN  
RETAIL DELICATESSENS**

- 1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.**

This information collection does not employ sampling methods. This is a set of focus groups made up of participants suggested by FSIS partner associations in the retail grocery industry and state and agricultural health departments, who collaborate with FSIS on foodborne illness outreach. We expect to have approximately 30 focus groups, with 5 to 8 participants each. The expected response among recruited participants is 62.50%, assuming eight people are recruited with an average of five people participating per group. We anticipate that approximately 150 adults will participate in total.

- 2. Describe the procedures for the collection of information including:**
  - **Statistical methodology for stratification and sample selection,**  
Statistical methodology for sample collection or stratification will not be used.
  - **Estimation procedure,**  
An estimation procedure will not be used.
  - **Degree of accuracy needed for the purpose described in the justification,**  
N/A.
  - **Unusual problems requiring specialized sampling procedures, and**  
N/A.

- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

The series of focus groups will be a single event, and each group itself will last approximately 90 minutes.

- 3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.**

The Interagency Retail Lm Work Group (FSIS, FDA and CDC) is collaborating and has identified specific criteria for participants in each of the 30 focus groups. Key leadership personnel from FSIS, FDA and CDC are working with officials from the Association for Food and Drug Officials (AFDO), Association of State and Territorial Health Officials (ASTHO), American Frozen Food Institute (AFFI), Federal Marketing Institute (FMI), National Grocers Association (NGA), National Environmental Health Association (NEHA), National Association of County and City Health Officials (NACCHO), and National Association of State Departments of Agriculture (NASDA) to identify appropriate participants. Each association was selected based on the role of their member, which aligns with the criteria for the focus groups. Once the appropriate participants are identified, FSIS will send a letter requesting their participation.

We anticipate a strong response rate from the participants included in the focus groups. Their participation is expected because they have either volunteered for the effort, or have been asked to volunteer due to their involvement with one of the retail grocery associations or state health/agriculture departments. The topic of the focus groups is of direct interest to the respondents and there is a high degree of expertise among potential respondents. They are in related fields and work, in many cases, on similar issues.

- 4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.**

We have administered focus group efforts in the past, which we have pre-tested internally. We have received good responses from participants, and are confident that the procedures and instrument we employ are

trustworthy. The instrument of collection has been vetted and approved by FSIS, as well as partner associations' representatives.

- 5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.**

The main contacts in FSIS are Janell Kause, (202) 708-8757 and Yolanda Kennedy, (301) 344-0489. The office responsible for the collection of the focus group data is FSIS-OPARM-SPES.