



FORS|MARSH
GROUP

SCREENER

CFSAN Childhood Obesity Focus Groups

OMB No. 0910-0497
10/31/2020

Expiration Date:

Paperwork Reduction Act Statement: The public reporting burden for this collection of information has been estimated to average 90 minutes per response. 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.

Participant Screener Overview

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The target audience for these focus groups is low-income primary caregivers of children between 3 to 6 years old.

Recruiting Goals

- Twelve focus groups will be conducted. The groups will be conducted in regions that include census tracts designated as “low access” to supermarkets and “high access” to supermarkets¹.
- Some groups will be segmented by race/ethnicity, as follows:

Location	Access Designation	Group 1	Group 2	Group 3
Arlington, VA/Washington, DC	Low Access	African American	White	All Ethnicities
Baltimore, MD	High Access	African American	White	All Ethnicities
Austin, TX	Low Access	Hispanic	White	All Ethnicities
Dallas, TX	High Access	Hispanic	White	All Ethnicities

- The groups will include adults of ages 18 to 60.
- Each participant must have at least one child between the ages of 3 to 6 years living with them in the same household.
- The groups will be conducted with low-income adults (e.g., adults living in households with a size-adjusted income that is 300%FPL²).
- The groups will consist of participants who mostly prepare their food at home.
- All participants must be able to understand and speak English.
- Participants cannot have participated in a focus group or a similar study in the past six months. Participation in phone surveys is allowed.
- Sufficient recruits will be invited in order to achieve a target of 8-10 participants per group.

¹ Economic Research Service (ERS), U.S. Department of Agriculture (USDA). Food Access Research Atlas, <https://www.ers.usda.gov/data-products/food-access-research-atlas>

² Castner, L, and Mabli, J. (2010). Food Expenditures and Diet Quality Among Low-Income Households and Individuals. The report was prepared by Mathematica Policy Research for the Food and Nutrition Service. This report is available online at www.fns.usda.gov/ora

- Each participant will receive a \$75 token of appreciation for participating in the focus group.

Study Protocol

- Each group will last approximately 90 minutes (excluding time needed for signing in before the group starts and signing out after the group ends).
- Groups will be audio- and video-taped and also video-streamed via a password-protected website. Participant written consent will be obtained before the group discussion starts.
- The identity of the participants will remain secure under the Privacy Act and to the extent provided by law.
- Groups will be observed by a research team including staff from FDA
- Participants do not have to answer any questions that they do not want to, but are encouraged to participate.

Participant Screener Script

Hello Ms./Mr. _____, my name is _____ and I'm calling about a research study sponsored by the U.S. Food and Drug Administration in your area. We are looking for adults, who are the primary caregivers of children 3-6 years old, to take part in upcoming focus group discussions about eating and health.

Are you interested in participating?

- Yes
- No → eliminate [thank respondent politely]

Would you mind answering a few questions? This will only take a few minutes of your time.

- Yes
- No → eliminate [thank respondent politely]

DETERMINE GENDER

- Male → recruit no more than 4 males per group; with aim of <2 sitting in group
- Female

Q1. The focus group will be conducted in English. Are you comfortable understanding and speaking English?

- Yes
- No → eliminate [thank respondent politely]

Q2. Do you or someone from your immediate family work for any of the following:

- ❑ A Market Research Firm → eliminate [thank respondent politely]
- ❑ Nutritionist or Dietician → eliminate [thank respondent politely]
- ❑ Food Industry, Restaurant or Food Retailer → eliminate [thank respondent politely]
- ❑ A Public Health Organization → eliminate [thank respondent politely]
- ❑ State or local food agency, U.S. Department of Agriculture, or U.S. Food and Drug Administration → eliminate [thank respondent politely]

Q3. Have you participated in a focus group within the past 6 months? [Interviewer: participation in telephone surveys is allowed. If explanation is needed: A focus group is a when a small group of individuals come together to talk about a certain topic.]

- ❑ Yes → eliminate [thank respondent politely]
- ❑ No

Q4. Do you have a child/children between 3 to 6 years old living with you in your household?

- Yes
- No → eliminate [thank respondent politely]

Q5. In an average week, about how many days, if any, do you eat food prepared by a restaurant or convenience store with your child/children?

- 0-1
- 2-4
- 5-7 → eliminate [thank respondent politely]

Q6. Are you the person who prepares most of the food eaten at your home for your family?

- Yes
- No, never or almost never → eliminate [thank respondent politely]

Q7. Are you the person who usually goes grocery shopping for your family?

- Yes
- No, never or almost never → eliminate [thank respondent politely]

Q8. What is the highest level of education that you have completed?

- Less than high school
- High school graduate or GED
- Technical/vocational school
- Community college
- Some college (1-3 years towards Bachelor's degree)
- College (Bachelor's degree)
- Advanced degree (postgraduate degree) → soft quota: no more than 2 in one group

Q9. Are you of Hispanic or Latino origin?

- Yes
- No
- Prefer not to answer

Q9a. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you...?

- White
- Black or African American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Prefer not to answer

[If recruiting for an African American group, Latino/Hispanic group, or White group: eliminate/thank respondents who do not meet inclusion criterion or report “Prefer not to answer”; otherwise continue.]

Q10. I am going to read some age categories, could you please tell me in which category your age falls?

- Under 18 years old → eliminate [thank respondent politely]
- 18-30
- 31-40
- 41-50
- 51-60
- 61 and over → eliminate [thank respondent politely]

Q11. How many people live in your household? _____

Q12. I am going to read some income categories; could you classify your annual household income to one of these categories?³

- Less than \$49,000 → continue if household size is 2 or more; eliminate if household size is 1 person
- \$49,000 to less than \$62,000 → continue if household size is 3 or more; eliminate if household size is 2 or fewer
- \$62,000 to less than \$75,000 → continue if household size is 4 or more; eliminate if household size is 3 or fewer
- \$75,000 to less than \$88,000 → continue if household size is 5 or more; eliminate if household size is 4 or fewer
- \$88,000 and over → continue if household size is 6 or more; eliminate if household size is 5 or fewer

Q13. Which term best describes your neighborhood?

- Urban (Living in or right outside a city)
- Suburban
- Rural

Q14. How far is the nearest grocery store or supermarket from your home?

- Less than 1 mile → eliminate if recruiting for **LOW**-access group [thank respondent politely]
- 1-2 miles
- 3-4 miles
- 5-10 miles → eliminate if recruiting for **HIGH**-access group [thank respondent politely]
- More than 10 miles → eliminate if recruiting for **HIGH**-access group [thank respondent politely]

Q15. How do you usually get to your typical grocery store? [DO NOT READ RESPONSES. Check all options that the participant names.]

- Own car
- Borrow a car
- Walk

³ Cutoffs based on 300%FPL, as listed on: <https://aspe.hhs.gov/poverty-guidelines>

- Public transportation (bus, subway)
- Taxi or other rideshare program (e.g., Uber, Lyft)
- Other_[Specify: _____]

Q16. About how many minutes does it take you to get to your typical grocery store? [DO NOT READ RESPONSES. Check all options that the participant names.]

- Less than 10 minutes
- 10-19 minutes
- 20-29 minutes
- 30-39 minutes
- 40-49 minutes
- 50-59 minutes
- 60 minutes or more

Q17. What zip code do you live in? _____

Q18. Do you work outside the home?

- Yes, full-time
- Yes, part-time
- No

Thank you for answering these questions. We would like to invite you to participate in a focus group to discuss thoughts about food and eating habits with about 8 other participants. The discussion will last approximately 90 minutes. The discussion will be video- and audio-taped, and also observed by members of a research team. Your participation and everything you say during the discussion will remain confidential and your personal identifying information will not be included in any reports. At the conclusion of the focus group, you will receive \$75 as a token of appreciation for your participation. Are you interested in participating in this focus group?

- Yes
- No → [Thank the person for his/her time]

I'm glad that you will be able to join us! The focus group will take place on (Day), (Date), at [X:00 or X:00 p.m.] at [site location].

Will you be available to participate at this time?

- Yes
- No → [Thank the person for his/her time]

I would like to send you a confirmation email or letter containing directions to the facility. In order to do so, could you please tell me the best way to reach you (e.g., email and/or a phone number)?

Name: _____

Address (if needed to reach participant):

City: _____ State: _____ Zip: _____

or

Email (if needed to reach participant): _____

Phone (if needed to reach participant): _____

Date of focus group: _____ Time: _____

We are only inviting a few people, so it is very important that you notify us as soon as possible if for some reason you are unable to attend. Please call [recruiter] at [telephone number] if this should happen. We look forward to seeing you on [date] at [time]. If you wear glasses to read or watch tv, please bring them with you to the focus group.