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Screener Script for Focus Groups

Hello, I'm [RECRUITER FIRST AND LAST NAME] and I'm calling from [RECRUITMENT FIRM]. We are a consumer research organization. I'm calling because you expressed interest in participating in a study. This study is funded by the National Institutes of Health and will inform the creation of health education materials. If you qualify, you will receive a payment of \$75 for your participation. The focus group will be held in person in [CITY, STATE] the week of [MONTH, DAY]. The session will be about 90 minutes in length.

Does this sound like something you would be interested in?

Yes

No → **TERMINATE**

Great. Let's find out if you qualify. My questions should only take a few minutes. Any information you provide will be kept private. You can stop at any time or skip any question. I will ask you some questions about you – such as your education level and racial/ethnic background – to ensure we include a variety of people.

Would you like to proceed?

Yes

No → **TERMINATE**

1. [Age] How old are you? ____ (fill in)

If younger than 25 years old → **TERMINATE**

If 36 years old or older → **TERMINATE**

2. [Market research employee] Do you or an immediate family member work for a market research company, an advertising agency, a public relations firm, or in communications?

Yes → **TERMINATE**

No

3. [Market research participant] Have you participated in an interview or focus group in which you were asked your opinions regarding a product, a service, or advertising within the past 3 months?

Yes → **TERMINATE**

No

4. [Health care expert] Do you work in public health or health care?

Yes → **TERMINATE**
 No

5. *[Native language]* Are you comfortable speaking and reading entirely in English?
 Yes
 No → **TERMINATE**

Now a few questions related to your health.

6. *[Eye Doctor Visit]* When was the last time you saw an eye doctor?
 Within the last year → **TERMINATE**
 Within the last 2 years → **TERMINATE**
 It's been more than 2 years CONTINUE
 Never CONTINUE
 Don't know / Not sure CONTINUE

7. *[Smoking]* Do you smoke every day, some days, or not at all?
 Every day CONTINUE [**assign to higher-risk group**]
 Some days CONTINUE [**assign to higher-risk group**]
 Not at all CONTINUE

8. *[Medical Condition]* Which, if any, of the following conditions have you been told by a doctor or nurse that you have...?
 High blood pressure CONTINUE [**assign to higher-risk group**]
 Diabetes CONTINUE [**assign to higher-risk group**]
 Pre-diabetes CONTINUE [**assign to higher-risk group**]
 Obesity CONTINUE [**assign to higher-risk group**]
 None of the above CONTINUE
 Don't know / Not sure CONTINUE

9. *[Family Medical Condition]* Do you have a parent or sibling who has been told by a doctor or nurse that they have any of the following conditions?

- Blindness or severe vision loss CONTINUE **[assign to higher-risk group]**
- High blood pressure CONTINUE **[assign to higher-risk group]**
- Diabetes CONTINUE **[assign to higher-risk group]**
- None of the above CONTINUE **[assign to lower-risk group]**
- Don't know / Not sure → **TERMINATE**

Additional Demographic Items

10. *[Work Environment]* Which, if any, of the following apply to you?

- I spend most of the day on a computer
- I spend most of my day outdoors
- I spend most of my day on a farm
- I spend most of my time around tools and machinery
- I spend some or all of my day around dangerous fumes or chemicals
- None of the above

11. *[Gender]* What is your gender?

- Male
- Female
- Something else

12. *[Education]* What is the highest level of education you have completed?

- Less than high school
- High school diploma or GED
- Some college
- Technical school or trade school (like real estate, childcare, plumbing, electrical)
- College degree
- Graduate or professional degree

13. *[Ethnicity]* Are you of Latino or Hispanic origin?

- Yes
- No

14. *[Race]* Which category best describes your race?

- White
- Black or African American
- American Indian or Alaska Native
- Asian or Pacific Islander
- Something else

15. *[Income]* What is your yearly **household** income?

- Less than \$15,000
- \$15,000 to \$29,999
- \$30,000 to \$44,999
- \$45,000 to \$59,999
- \$60,000 to \$74,999
- \$75,000 to \$89,999
- \$90,000 or more
- Prefer not to answer

16. *[Marital/Parent Status]* Which category **best** describes you?

- Single with no children
- Single with children
- Married with no children
- Married with children

Termination Script

(Use for participants who don't meet the criteria.)

Thank you for answering all of my questions. As I mentioned, we are recruiting people from different backgrounds. Unfortunately, we have already recruited several individuals with similar characteristics. Again, thank you for your time.

Confirmation Script

(Use for participants who do meet the criteria.)

Thank you for your time and interest in this study. May we schedule you for one of the sessions?
[Share available time slots for the "higher-risk" or "lower-risk" groups.]

We will contact you a few days before to confirm your scheduled time. If something comes up and you will not be able to participate, please call [NAME AND NUMBER] as soon as possible.