

Appendix I

FDA/CFSAN/Consumer Studies Branch

Quick Turnaround Testing of Communication Effectiveness Survey

Frozen Strawberry Recall

03/22/2023

The following will be displayed at the beginning of each survey.

OMB No: 0910-0876

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Food and Drug Administration
CFSAN/PRA Comments/HFS-24
5001 Campus Dr.
College Park, MD 20740-3835

“Your participation / nonparticipation in this survey is completely voluntary, and your responses will not have an effect on your eligibility for receipt of any FDA services. In instances where respondent identity is needed (e.g., for follow-up of non-respondents), this information collection fully complies with all aspects of the Privacy Act and data will be kept private to the fullest extent allowed by law.”

Survey Begins Here

Next are some questions about frozen strawberries.

A5a. Have you heard or read anything in the **last 2-3 weeks** about a recall of **frozen strawberries**, meaning that some frozen strawberries are being removed from the market because of a potential health hazard? The recalled frozen strawberries were sold at stores such as Costco, Aldi, and Trader Joe's.

- Yes
- No → Skip pattern noted below
- Don't know → Skip pattern noted below

[Note to programmer: For those who answered "No" or "Don't know", we will provide a short paragraph -

Frozen strawberries sold at several stores, including Costco and Aldi, and in a frozen fruit blend at Trader Joe's are being recalled because of the products' potential link to an outbreak of hepatitis A infections. FDA recommends consumers to not eat recalled frozen strawberries. These recalled products should be returned or thrown away.

And then have these participants answer a sub-set of questions (in the order shown here): C10, C11, C33, D11, D4, D19, D21, C27, C29, C3, C5, C7, C8, C12, C13, D5, and all demographic questions.]

C10. Do you currently have any frozen strawberries in your home?

- Yes → Go to C11
- No → Skip C11
- Don't know → Skip C11

C11. You mentioned that you currently have frozen strawberries in your home. What would you do about the frozen strawberries in your home after hearing there is a recall? Mark all that apply.

Note for programming: Only show each of the information source to participants who answered "yes" for that source in C10.

- Check if the frozen strawberries are recalled
- Throw it away

- Use it anyway
- Other, specify: _____

C33. After hearing about the frozen strawberries recall, would you tell your family or friends about it?

- Yes
- No
- Don't know

A10. Did you hear any advice about **NOT** eating frozen strawberries?

- Yes → Go to A11
- No → Skip A11
- Don't know → Skip A11

A11. How likely are you to follow that advice?

Note for programming: Skip pattern. Only show this question to participants who answered "Yes" to A10.

- Not at all likely
- Not very likely
- Somewhat likely
- Very likely
- Extremely likely
- I have already followed that advice

A18. Did you hear any advice about returning frozen strawberries to the store?

- Yes → Go to A19
- No → Skip A19
- Don't know → Skip A19

A19. How likely are you to follow that advice?

Note for programming: Skip pattern. Only show this question to participants who answered "Yes" to A18.

- Not at all likely
- Not very likely
- Somewhat likely
- Very likely
- Extremely likely
- I have already followed that advice

A20. Did you hear any advice about discarding frozen strawberries?

- Yes → Go to A21
- No → Skip A21
- Don't know → Skip A21

A21. How likely are you to follow that advice?

Note for programming: Skip pattern. Only show this question to participants who answered "Yes" to A20.

- Not at all likely
- Not very likely
- Somewhat likely
- Very likely
- Extremely likely
- I have already followed that advice

A22. Did you hear any advice about consulting your doctor or health care provider if you have eaten the recalled frozen strawberries?

- Yes → Go to A23
- No → Skip A23
- Don't know → Skip A23

A23. How likely are you to follow that advice?

Note for programming: Skip pattern. Only show this question to participants who answered "Yes" to A22.

- Not at all likely
- Not very likely
- Somewhat likely
- Very likely
- Extremely likely
- I have already followed that advice

A24. Did you hear any other advice about frozen strawberries?

- Yes → Go to A25
- No → Skip A25, A26
- Don't know → Skip A25, A26

A25. What did you hear?

Note for programming: Skip pattern. Only show this question to participants who answered "Yes" to A24.

Please describe: _____

A26. How likely are you to follow that advice?

Note for programming: Skip pattern. Only show this question to participants who entered text for A25.

- Not at all likely
- Not very likely
- Somewhat likely
- Very likely
- Extremely likely
- I have already followed that advice

D9. In terms of protecting your and your family's health, how important do you think it is to follow the frozen strawberries recall recommendations?

- Not at all important
- Not very important
- Somewhat important
- Very important
- Extremely important

A9. From which of the following information sources have you heard or read in the last 2-3 weeks about the frozen strawberries recall? Please select all that apply.

Note for programming:

1. Randomize the order of showing with "Another source" always at the bottom of the list;
2. "Please specify" as a pop-up only when participants choose "Yes" for "Another source"
3. Add soft prompt.

	Yes	No	Not applicable
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doctors or health professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Another source Please specify: _____

B7. Did you seek out any of the following sources for information about the frozen strawberries recall? Note for programming: (1) Randomize the order of showing; (2) Add soft prompt.

	Yes	No	Don't Know
The Centers for Disease Control and Prevention (CDC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Food and Drug Administration (FDA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The U.S. Department of Agriculture (USDA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your State Department of Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The company producing the frozen strawberries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Print newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store or place you usually purchase frozen strawberries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your doctor or other health professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your family or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B8. How did you contact each of the following sources for information? Check all that apply.

Note for programming: Only show each of the information source to participants who answered "yes" for that source in B7. For example, if a participant answers yes to CDC and FDA in B7, only show those two lines to that participant in this question. If a participant answers no to all four items listed here, skip B8.

	Website	Phone	Email	Social Media	In-person
The Centers for Disease Control and Prevention (CDC)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Food and Drug Administration (FDA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The U.S. Department of Agriculture (USDA)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your State Department of Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The company producing the frozen strawberries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The store or place you usually purchase frozen strawberries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

B12. How informed would you say you are about the current frozen strawberries recall?

- Not at all informed
- Not very informed
- Somewhat informed
- Very informed
- Extremely informed

B13. How informed would you say you are about each of the following?

Note for programming: Add soft prompt.

	Not at all informed	Not very informed	Somewhat informed	Very informed	Extremely informed
a. What the government is doing to find the source of the problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. What producers/retailers are doing to find the source of the problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

B14. How informed would you say you are about each of the following?

Note for programming: Add soft prompt.

	Not at all informed	Not very informed	Somewhat informed	Very informed	Extremely informed
b. The number of U.S. States involved in the frozen strawberries recall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Whether the State where you live is involved in the frozen strawberries recall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. What the government is doing to make sure the recalled frozen strawberries are removed from the market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. What producers/retailers are doing to make sure the recalled frozen strawberries are removed from the market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- | | | | | | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| f. What the government is doing to make sure the frozen strawberries recall doesn't happen again | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| g. What producers/retailers are doing to make sure the frozen strawberries recall doesn't happen again | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| h. Ways to protect yourself and your family from getting sick from contaminated frozen strawberries | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
-

D11. In terms of the frozen strawberries recall recommendations, which information sources do you trust? Mark all that apply.

Note for programming: Randomize the order of showing, except "None of the above" should always be kept at the bottom of the list.

- The Centers for Disease Control and Prevention (CDC)
- The Food and Drug Administration (FDA)
- The U.S. Department of Agriculture (USDA)
- Your State Department of Health
- The company producing the product
- Television
- News website
- Social media
- Print newspaper
- Radio
- Podcast
- The store or place you usually purchase frozen strawberries
- Your doctor or other health professionals
- Your family or friends
- None of the above

D4. In your opinion, how serious are the health consequences of eating the frozen strawberries from this recall?

- Not at all serious
- Not very serious
- Somewhat serious
- Very serious
- Extremely serious
- Don't know

D19. How worried are you about getting ill from recalled frozen strawberries?

- Not at all worried
- Not very worried
- Somewhat worried
- Very worried
- Extremely worried

D21. Which of the following emotions describe your reactions to frozen strawberries being recalled? Mark all that apply.

Note for programming:

- (1) Randomize the order of showing for the first four items (angry, sad, anxious and frightened);
- (2) "Some other emotion" should always be kept as the 5th in order;
- (3) "None of the above" should always be kept at the bottom of the list.

- Angry
- Sad
- Anxious
- Frightened
- Some other emotion, please specify: _____
- None of the above

C3. How safe do you think it is currently to eat frozen strawberries associated with the recall?

- Not at all safe
- Not very safe
- Somewhat safe
- Very safe
- Extremely safe
- Don't know

C5. How safe do you think it is currently to eat frozen strawberries that are **NOT** associated with the recall?

- Not at all safe
- Not very safe
- Somewhat safe
- Very safe

- Extremely safe
- Don't know

C7. How safe do you think it is to eat frozen strawberries when there **isn't** a recall?

- Not at all safe
- Not very safe
- Somewhat safe
- Very safe
- Extremely safe
- Don't know

Next we are going to ask about your usual consumption of frozen strawberries.

C8. Have you eaten frozen strawberries ...?

Note for programming: Add soft prompt.

	Yes	No	Don't Know
In the past 12 months	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the past 30 days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the past 7 days	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C12. Would you say that frozen strawberries are something you eat regularly?

- Yes
- No
- Don't know

C13. About how often do you eat frozen strawberries?

- Once per day or more frequently
- 2 to 4 times per week
- 5 to 7 times per week
- 1 to 3 times per month
- Less than once per month

C19. Since hearing about the frozen strawberries recall, have you changed how much frozen strawberries you eat? Are you eating: ...? Select one best answer.

- More frozen strawberries

- About the same amount of frozen strawberries
- Less frozen strawberries
- No frozen strawberries at all
- Don't know

D5. To what extent do you agree or disagree with each of the following statements?

Note for programming: Add soft prompt.

	Strongly disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree
a. I <u>want</u> to protect myself from getting foodborne illnesses (or getting sick from food)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. I <u>want</u> to protect my family from getting foodborne illnesses (or getting sick from food)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. I <u>have</u> the ability to protect myself from foodborne illnesses (or getting sick from food)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. I <u>have</u> the ability to protect my family from foodborne illnesses (or getting sick from food)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Foodborne illnesses (or getting sick from food) is a big concern for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Foodborne illnesses (or getting sick from food) is a big concern for my family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHICS

Next are some questions for statistical purposes.

F1. Have you ever worked in any of the following industries? (Mark one for each row)

Note for programming: Add soft prompt.

	Yes	No
a. Food Manufacturing	<input type="radio"/>	<input type="radio"/>
b. Farming	<input type="radio"/>	<input type="radio"/>
c. Restaurant or other food service	<input type="radio"/>	<input type="radio"/>
d. Health care	<input type="radio"/>	<input type="radio"/>
e. Public health	<input type="radio"/>	<input type="radio"/>

F2. Do you have or have you ever had a ServSafe® or other similar safe food handling certification?

- Yes
- No
- Don't know

F3. Would you say your health in general is:

- Excellent
- Very good
- Good
- Fair
- Poor

F4. In the past year, did you get sick from eating spoiled or unsafe food? **DO NOT** include allergies to food.

- Yes
- No
- Don't know

F5. Do you have any current food allergies, or do you suspect you have a food allergy?

- Yes → Go to F6

- No → Skip F6

F6. Has a medical doctor diagnosed your condition as a food allergy?

Note for programming: Skip pattern. Only show this question to participants who answered "Yes" to E5.

- Yes
 No

F7. Has a medical doctor or health care professional ever diagnosed you as having a compromised immune system, for example, because of hypertension or high blood pressure, diabetes, heart disease, respiratory diseases, kidney disease, autoimmune disorder, cancer, or another condition?

- Yes
 No
 Don't know

F8. How many total people, including yourself, currently live in your household?

Enter number: _____ total people

Note for programming: (1) Only allow numeric characters; (2) Set a maximum value = 20.

F9. Is there any child (under age 18) currently living in your household?

Note for programming: Skip pattern. Only show this question to participants who fill in a number larger than 1.

- Yes → Go to E10
 No → Skip E10

F10. Are you the parent or primary caregiver to any of the children in your household?

- Yes
 No

F11. Is there any adult who is 65 years of age or older currently living in your household? Please select all that apply.

- Yes, I am 65 years or older
 Yes, someone in my household is 65 years or older

- No
- Don't know

F12. Are you or is anyone in your household pregnant? Please select all that apply.

- Yes, I am pregnant
- Yes, someone in my household is pregnant
- No
- Don't know

F17. What language or languages do you usually speak at home? (Mark all that apply)

- English
- Spanish
- Other language(s)
Please specify: _____

F18. What is the last grade or year of school that you have completed?

- Less than high school degree
- High school graduate or GED
- 1-3 years college/some college
- College graduate – bachelor's degree
- Postgraduate, master's degree, doctorate, law degree, other professional degree

F19. What was your total household income before taxes during the past 12 months?

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- Don't know

END OF SURVEY

We appreciate you taking the time to participate in our study. Is there anything you'd like to add?

END OF SURVEY, THANK RESPONDENTS

Note for programming: (1) Provide a submit button; (2) Once participants have clicked the submit button, provide link(s), as needed; (3) have the link(s) pop up in a new tab/window on the browser.

<https://www.fda.gov/food/outbreaks-foodborne-illness/outbreak-investigation-hepatitis-virus-infections-frozen-strawberries-february-2023>

<https://www.cdc.gov/hepatitis/outbreaks/2023/hav-contaminated-food/index.htm>