

## Appendix C – Materials Consumer Labeling Research Focus Groups

### Four test labels


#### Label A






#### Label B


OMB Control Number:  
Expiration date: xx/xx/xxxx

**CAUTION**  
**FOOD SAFETY STEPS**

 **Reduce your risk** of illness when preparing **raw meat** by following these steps.

 <p><b>Wash hands</b> with soap and water for 20 seconds, then <b>dry</b></p>	 <p><b>Clean utensils and surfaces</b> that contact this product with soap and water and <b>then sanitize</b></p>
 <p>This product is raw: <b>separate</b> raw meat/poultry from other foods</p>	 <p>Use <b>food thermometer</b>: cook to <b>160°F</b></p>

FoodSafety.gov 1-888-MPHotline (1-888-674-6854)



Label C

OMB Control Number:  
Expiration date: xx/xx/xxxx

## HOW TO HANDLE RAW MEAT PRODUCTS SAFELY

Follow these instructions to **prevent**  
**foodborne illness.**



**Wash** and **dry** hands



**Clean** utensils and surfaces,  
and then **sanitize**



**Separate** raw meat/poultry  
from other foods



Use food **thermometer:**  
cook to **160°F**

If applicable, see **manufacturer's cooking instructions**  
for additional safe handling information.

**FoodSafety.gov 1-888-MPHotline (1-888-674-6854)**

OMB Control Number:  
Expiration date: xx/xx/xxxx

**Label D**

**IMPORTANT!  
AVOID ILLNESS**

 <p><b>Wash and dry hands</b></p>	 <p><b>Clean utensils and surfaces, and then <b>sanitize</b></b></p>
 <p><b>Separate raw meat and poultry from other foods</b></p>	 <p><b>Use food thermometer: cook to <b>160°F</b></b></p>

This **raw meat** product may contain **bacteria**.  
Follow these practices to **avoid illness**.

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**FoodSafety.gov**

## Handout for Thermometer Icon



## Handout for Ranking Exercise - Labels

Participant ID: \_\_\_\_\_

Task 1. Please rank order the alert words by putting a 1 by the alert word that most attracts your attention, a 2 by the second best, a 3 by the one that is least effective at attracting attention. There is also a space to write in and rank other suggestions you have for an alert word.

### Alert words

\_\_\_ Attention

\_\_\_ Caution

\_\_\_ Important

\_\_\_ \_\_\_\_\_

Task 2. Please rank order the titles by putting a 1 by the title that most attracts your attention, a 2 by the second best, a 3 by the third best, and a 4 by the one that is least effective at attracting attention. There is also a space to write in and rank other suggestions you have for a title.

Titles

- Food Safety Handling Instructions
  - Food Safety Steps
  - How to Handle Raw Meat Products Safety
  - Avoid Illness
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Task 3. Please rank order the messages by putting a 1 by the message that does the best job of encouraging you to follow the recommended instructions, a 2 by the second best, a 3 by the third best, and a 4 by the one that is least effective at encouraging you to follow the recommended instructions. There is also a space to write in and rank other suggestions you have for a motivating message.

Messages

- Follow these instructions to prepare raw meat products safely.
- Reduce your risk of illness when preparing raw meat products by following these steps.
- Follow these instructions to prevent foodborne illness.
- This raw meat product may contain bacteria. Follow these steps to avoid illness.

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Task 4. The labels had two different sets of instructions that varied in terms of length. Please circle the option—short vs. long—that you think is most useful.

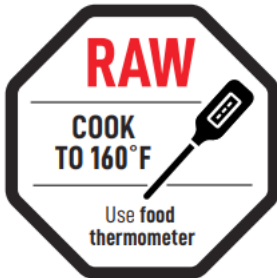
 <p><b>Wash and dry hands</b></p>	 <p><b>Clean utensils and surfaces, and then <b>sanitize</b></b></p>	 <p><b>Wash hands with soap and water for 20 seconds, then <b>dry</b></b></p>	 <p><b>Clean utensils and surfaces that contact this product with soap and water and then <b>sanitize</b></b></p>
 <p><b>Separate raw meat and poultry from other foods</b></p>	 <p>Use food <b>thermometer: cook to 160°F</b></p>	 <p>This product is raw: <b>separate</b> raw meat/poultry from other foods</p>	 <p>Use food <b>thermometer: cook to 160°F</b></p>

## Visual Cues

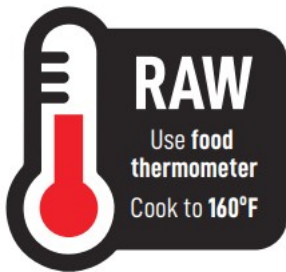
### Visual Cue A



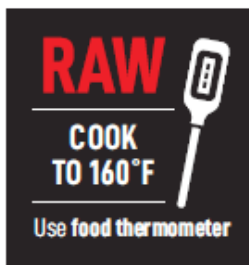
### Visual Cue B



### Visual Cue C



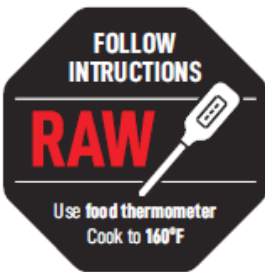
### Visual Cue D



### Visual Cue E



### Visual Cue F



Participant ID: \_\_\_\_\_

## Handout for Ranking Exercise – Visual Cues

Task 1. Please rank order the visual cues by putting a 1 by the one that most attracts your attention, a 2 by the second best, a 3 by the third best, and so on

\_\_\_ Visual Cue A

\_\_\_ Visual Cue B

\_\_\_ Visual Cue D

\_\_\_ Visual Cue E

\_\_\_ Visual Cue F