

## Appendix G: To be used during phase 2 interviews

### USDA Food Safety and Inspection Service (FSIS) In-Depth Interviews Interview Guide (African American Participants)

Research purpose: To complete interviews about caregivers' current beliefs about food safety, reactions to food safety messages, and preferred modes of learning about food safety.

#### NOTES TO REVIEWER:

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This discussion guide is not a script and therefore will not be read verbatim. The interviewer will use these questions as a roadmap and probe as needed to maintain the natural flow of conversation.

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Session Overview: Total time — 60 minutes

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<b>Section A: Introduction to Study and Verbal Consent (5 minutes)</b>	The interviewer will explain the purpose of the research and allow participant to ask questions.
<b>Section B: Introductory Questions (5 minutes)</b>	This section will be used to understand the role food plays in the participant's life and ensure participants are comfortable speaking with the interviewer.
<b>Section C: Subjective Norms/Information Sources (10 minutes)</b>	This section will ask about how friends and family members of the participant view food safety. This section will also ask about preferred sources of food safety information.
<b>Section D: Message Concepts and Strategies (35 minutes)</b>	The interviewer will ask for feedback on proposed messaging approaches and directions.
<b>Section E: Conclusion(5 minutes)</b>	The interviewer will complete the sessions by answering all participant questions and thanking them for their time.

#### **Section A: Introduction and Verbal Consent (5 minutes)**

(WHEN A PARTICIPANT JOINS, ENSURE THAT THEIR WEBCAM, MICROPHONE, AND SPEAKERS ARE WORKING AND THAT THEY ARE ALONE IN THE ROOM. MAKE SURE THAT THEIR LIGHTING IS SUFFICIENT AND THAT YOU CAN SEE THEM CLEARLY.)

Hello. Thanks for joining this online session. It is about general food safety behaviors and food safety education. I'd like to preview what will happen, so that you know what to expect.

1. The United States Department of Agriculture (USDA) funds this study.
2. My name is [FACILITATOR'S NAME]. I will lead this session. I work for Fors Marsh, a company that is helping USDA. But I don't work at USDA. So what you say, positive or negative, won't affect me.
3. You will provide input, which is very important. It will help improve messages that focus on food safety behaviors.
4. The risks of joining this study are minimal. You may feel embarrassed while answering some questions.
5. You will get no direct benefits. But you will help other individuals and society at-large.
6. This session will be in English. For the next 60 minutes, I will ask you questions about:
  - a. Your current food safety behaviors.
  - b. How you prefer to learn about food safety.
  - c. How you feel about food safety messages.
7. You choose whether to join the session. After the session starts, you can opt not to answer certain questions. You can leave the session at any time. This will bring no penalty to you, and you will lose no benefits.
8. You will get a \$75 incentive for your time. This will be delivered through email.
9. Someone on the research team will:
  - a. Audio record the session.
  - b. Listen and take notes during the session.
  - c. Use the notes to write a report.
10. To keep your input private, the research team will:
  - a. Keep the notes and recording of the session in a password-protected computer folder.
  - b. Summarize the data from everyone in the report. It will not connect you with your answers.
  - c. Exclude personal information from notes taken. This includes your name.
11. If you have any questions about this study, contact Carolyn Lagoe at [CLagoe@forsmarsh.com](mailto:CLagoe@forsmarsh.com).
12. Do you agree to take part in this online session? (If participant says no, end the session).

13. Do you agree to be audio-recorded? (If participant says no, do not record the session but instead just take notes).
14. Thank you. I ask that you follow some ground rules throughout our discussion:
  - a. Turn off the ringer on your cell phone.
  - b. Talk loud enough to be heard.
  - c. Please give your honest opinion.

### **Section B: Introductory Questions (5 minutes)**

Starting off, I would like to talk about your cooking habits.

1. When you prepare food at home, who are you typically cooking for?
2. How often do you cook for your family?
3. When you prepare food at home, which of your family members, if any, help you?
4. What role does food play in your family?

### **Section C: Subjective Norms/Information Sources (10 minutes)**

Ok great. So now we're going to shift gears a little bit to talk more in depth about where and how you prefer to learn about food safety information.

1. Who would you consider to be a credible source of information about food safety?
2. How do you learn best?
  - a. [PROBE] What types of formats and approaches should be used to present educational food safety information in the future?
  - b. [PROBE] What types of information, formats, and approaches are easiest to read, use, and understand?
  - c. [PROBE] Why are these formats and approaches easiest to read, use, and/or understand?
3. Which television channels, if any, would you rely on the most for information about food safety?
4. Do you watch food preparation videos online? If so, where?
5. What social media sources or influencers might you trust to give you tips on food safety?
6. What friends or family would you talk to about food safety?
7. How would you most prefer to receive food safety information? Would you prefer to learn through a website, information delivered through mail, online videos, in person discussions or through other approaches?

### **Section D: Campaign Concept Information and Reaction (35 minutes)**

The USDA is planning to develop a campaign focused on promoting food safety behaviors among members of the public who provide support to children and/or young adults *and* older adults.

At this point in time, we have come up with initial ideas for the theme of this campaign. We would like to get your feedback on this proposed theme.

Please feel comfortable being as honest as possible. We want to make sure we create a campaign that is useful for the public. Therefore, your feedback both positive and negative is important for us to know.

1. What are your initial reactions to this approach?
2. What does this approach or material communicate to you?
3. What about this approach might grab your attention?
4. In what ways might this approach be relevant to you?
5. In what ways, if any, is this message/material relatable?
6. For what reasons, if any, do you find this message/material difficult to relate to?
7. What, if anything, is hard to understand?
8. What do you like?
9. What do you dislike?
10. What are some additional ways that USDA could give you tips to safely prepare foods at home?
11. Would a campaign like this encourage you to practice the recommended food safety behaviors? What about it might be particularly persuasive?

**Section E: Conclusion (5 minutes)**

This has been a very helpful session. Thank you so much for taking time out of your day to talk with me and share your perspectives and experiences. Before we wrap up, is there anything else that you would like to share or that we might have missed?

Ok, thank you again for your time. You will be receiving your compensation via email. If you have any additional questions in the future, please reach out to Carolyn Lagoe at [CLagoe@Forsmarsh.com](mailto:CLagoe@Forsmarsh.com). Have a wonderful day!