

Appendix F: To be used during phase 1 interviews

USDA Food Safety and Inspection Service (FSIS)

In-Depth Interviews

Interview Guide (African American Participants)

Research purpose: To complete interviews to collect information about the sandwich generations' current knowledge, attitudes, beliefs, and preferred channels of communication about food safety.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid Office of Management and Budget (OMB) control number. The valid OMB control number for this information collection is 0583-XXXX, and the expiration date is XXXX. The time required to complete this information collection is estimated to average 75 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

NOTES TO REVIEWER:

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.

Session Overview: Total time — 60 minutes

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| Section A: Introduction to Study and Verbal Consent (5 minutes) | The interviewer will explain the purpose of the interview and allow participants to ask any questions. |
| Section B: Introductory Questions (5 minutes) | This section will be used to gather general information about cooking habits and make sure participants are comfortable speaking with the interviewer. |
| Section C: Cultural Impact and Information (5 minutes) | This section will ask about the influence of participant culture on food safety behaviors. |
| Section D: Campaign Concept Information and Reaction (15 minutes per concept) | The section will present X preliminary campaign messages and approaches and ask for participant feedback and responses. |
| Section E: Overall Questions (5 minutes) | This section will ask which approach participants preferred or liked most. |
| Section F: Conclusion (5 minutes) | The interviewer will complete the sessions by asking the participant if they have any 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 attitudes, perceptions, and behaviors. 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 feelings about and behaviors related to food safety.
 - b. How your culture plays a role in food safety.
 - c. How you prefer to learn about food safety.
7. You choose whether to join the session. This session is voluntary. 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 and any expenses associated with this virtual interview. 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 Carly Raasch at craasch@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 and how you prefer to learn about food safety.

- 1. When you prepare food at home, who are you typically cooking for?

Section C: Cultural Impact and Information Sources (5 minutes)

Now we are going to talk about the impact your culture has had on your food preparation and food safety practices.

- 1. In what ways does your ethnic or cultural background impact your approach to cooking and food safety?
- 2. Who would you consider to be the most credible source of information about food safety?
- 3. How do you learn best? What types of formats and approaches should be used to present educational food safety information in the future?

Section D: Campaign Concept Information and Reaction (15 minutes per concept)

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.

Facilitator Instructions: *Facilitator provides information on theme/concept #1. Play audio or voice-overs for participants. Read all campaign information/messages aloud while showing any visuals available. When possible, be sure to read and play key messages **twice** to allow participants to hear the content and think through carefully. Also, as much as possible, get participants to pinpoint **specific** words/phrases and images as they answer questions below.*

Concept 1

First, I am going to show you Concept X. I will play an audio recording explaining our [storyboard, visuals, or messaging approach]. I will show [and/or] read-aloud other campaign materials that are part of this concept. [explain other campaign materials?] These are the materials or future messages that you may eventually see as part of this campaign concept.

1. What does this approach communicate to you?
2. What about this approach grabs your attention?
3. In what ways, if any, is this approach relatable?
4. For what reasons, if any, do you find this information difficult to relate to?
5. What, if anything, is hard to understand?
6. What do you like?
7. What do you dislike?
8. What are some additional ways that USDA could give you tips to safely prepare food at home?
 - a. **Probe:** What would you change about this messaging approach?
9. After seeing these materials/messaging, how likely would you be to practice the recommended food safety behaviors?
 - a. **Probe:** What about the materials/messaging was persuasive?
10. If you could change anything about this approach, what would it be?

Concept 2

First, I am going to show you Concept X. I will play an audio recording explaining our [storyboard, visuals, or messaging approach]. I will show [and/or] read-aloud other campaign materials that are part of this concept. [explain other campaign materials?] These are the materials or future messages that you may eventually see as part of this campaign concept.

1. What does this approach communicate to you?
2. What about this approach grabs your attention?
3. In what ways, if any, is this approach relatable?
4. For what reasons, if any, do you find this information difficult to relate to?
5. What, if anything, is hard to understand?
6. What do you like?
7. What do you dislike?
8. What are some additional ways that USDA could give you tips to safely prepare food at home?

- a. **Probe:** What would you change about this messaging approach?
9. After seeing these materials/messaging, how likely would you be to practice the recommended food safety behaviors?
 - a. **Probe:** What about the materials/messaging was persuasive?
10. If you could change anything about this approach, what would it be?

Concept 3

First, I am going to show you Concept X. I will play an audio recording explaining our [storyboard, visuals, or messaging approach]. I will show [and/or] read-aloud other campaign materials that are part of this concept. [explain other campaign materials?] These are the materials or future messages that you may eventually see as part of this campaign concept.

1. What does this approach communicate to you?
2. What about this approach grabs your attention?
3. In what ways, if any, is this approach relatable?
4. For what reasons, if any, do you find this information difficult to relate to?
5. What, if anything, is hard to understand?
6. What do you like?
7. What do you dislike?
8. What are some additional ways that USDA could give you tips to safely prepare food at home?
 - a. **Probe:** What would you change about this messaging approach?
9. After seeing these materials/messaging, how likely would you be to practice the recommended food safety behaviors?
 - a. **Probe:** What about the materials/messaging was persuasive?
10. If you could change anything about this approach, what would it be?

Ask question below only if participants did not specify which concept they preferred overall.

Section E: Overall Questions (5 minutes)

1. What approach, if any, did you like the most?

Section F: 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 Carly Raasch at craasch@forsmarsh.com. Have a wonderful day!