

**GenIC Clearance for CDC/ATSDR
Formative Research and Tool Development**

**Food Safety Communication Evaluation:
Assessing Food Safety Messages, Knowledge,
and Attitudes**

Attachment 2 - Recruitment Materials (FGD)

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Recruitment Language (General and Post Copy)

Sample Recruitment Language (General)

Banyan Communications is conducting focus groups with adults to learn people's opinions about food safety messages and to hear their preferences for getting health information. These focus groups will be about 60 minutes long and will take place online. To learn more about the focus groups and determine if you are eligible to participate, please click [link to online screening form].

If you have any questions about the focus groups, please contact Banyan Communications, insert_inbox_here@banyancom.com

Sample Recruitment Post (General)

Do you shop for groceries in your household or help prepare and cook meals at home?

We're looking for people 18 years and older to share their opinions about food preparation and food safety. The conversation will be a virtual session over the internet lasting 60 minutes.

If you are interested, please click on the link below to answer some questions about yourself to see if you are qualified.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

Token of Appreciation: \$75

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

Sample Recruitment Post (Caregivers)

Do you shop for groceries in your household or help prepare and cook meals at home? Do you have a child living in your home who is under 5 years old?

We're looking for people 18 years and older who have at least one child under 5 years old living in their home to share their opinions about food preparation and food safety. The conversation will be a virtual session over the internet lasting 60 minutes.

If you are interested, please click on the link below to answer some questions to see if you are qualified to

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

Token of Appreciation: \$75

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

Sample Recruitment Post (Older Adults)

Do you shop for groceries in your household or help prepare and cook meals at home?

We're looking for people 65 to 75 to share their opinions about food preparation and food safety. The conversation will be a virtual session over the internet lasting 60 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

Token of Appreciation: \$75

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]

Sample Recruitment Post (Pregnant)

Do you shop for groceries in your household or help in preparing and cooking of meals at home? Are you currently pregnant or have you recently been pregnant?

We're looking for people 18 years and older who are currently or were recently pregnant to share their opinions about food preparation and food safety. The conversation will be a virtual session over the internet lasting 60 minutes.

If you are interested, please click on the link below to answer some questions about yourself. If you are qualified, you will see a link to the survey.

If you know someone who may be interested, please share the link with them.

When: [DATE]

Where: Online

Token of Appreciation: \$75

[ELIGIBILITY AND DEMOGRAPHIC SCREENER LINK]