

Appendix B

Front-of-Pack Focus Groups Screener

OMB No: 0910-0497	Expiration Date: 11/30/2023
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Recruiting Goals for Online Focus Groups:

1. Recruit enough to have 6 participants for each group.
2. Participants need to be a mix of age groups.
3. Participants will be a mix of men and women with no more than 2 men per group.
4. Participants will have a mix of race/ethnicity reflective of the population of the United States.
5. Groups will be segmented by Nutrition Motivation/literacy (see screener questions)
6. Groups will also be segmented by education level (high, low)
7. Participants must be one of the primary food shoppers in the household.

Screener:

My name is () and I'm calling about a market research study we are conducting on behalf of the U.S. Food and Drug Administration. We are recruiting for an upcoming focus group. We are holding a group discussion online on [DATE] with approximately 6 people. The group will start at [TIME] and will last no longer than 90 minutes. Groups will be audio and video recorded. You will be provided with an incentive as a token of our appreciation for participating in this study for your time and effort.

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1. Would it be OK if I ask you a few questions now to see if you're eligible to be in one of the groups?

Yes
 No → eliminate *[thank respondent politely – assumed response going forward]*

2. Are you the person who does at least half of the grocery shopping for your household?

Yes
 No → eliminate

3 . Do you work for any of the following?

A Market Research Firm → eliminate
 Food Industry, Restaurant or Food Retailer → eliminate
 A Public Health Organization → eliminate
 State or local food agency → eliminate
 U.S. Department of Agriculture → eliminate
 U.S. Food and Drug Administration → eliminate

4. The interview will be held online. Do you have access to each of the following for the purposes of the interview?

[ONLY recruit those who answer “yes” to all]

A computer (desktop, laptop, or ipad)
 High speed internet access
 A webcam
 A quite space at home from which you can participate

5. Are you comfortable with using a video platform such as Zoom on a computer or laptop for the interview?

Yes
 No → eliminate *[thank respondent politely]*

6. I am going to read some age categories --- could you please tell me which category your age falls in. [RECRUIT A MIX OF 3 AGE SEGMENTS]

- a. Under 18 years old → eliminate
- b. 18 – 30
- c. 30-50
- d. 50-65
- e. 65+

7. Determine gender.

- a. Male [DO NOT RECRUIT MORE THAN 2 MEN PER GROUP OF 6.]

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- b. Female
- c. Nonbinary

8. What is the highest level of education that you have completed?

- a. Less than high school graduate → lower education group
- b. High school graduate or GED → lower education group
- a. Attended or graduated technical/vocational school → lower education group
- b. Some community college → lower education group
- c. Some college or community college graduate → higher education group
- d. College graduate → higher education group
- e. Attended or graduated with advanced degree → higher education group

9. Are you of Hispanic or Latino origin?

- a. Yes → continue – recruit a mix of race/ethnicity
- b. No → continue – recruit a mix of race/ethnicity

10. What is your race? I am going to read several categories of race. You may choose one or more categories. Are you...? [RECRUIT A MIX PER GROUP]

- White
- Black or African American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Prefer not to answer

-----NUTRITION MOTIVATION/LITERACY/KNOWLEDGE ASSESSMENT SECTION-----

12. We are looking for all sorts of people for these focus groups; we want to make sure we have a lot of different kinds of people, so I am going to ask you a few questions to see which group best fits you.

For the next 2 questions, please tell me, on a scale from 1 to 7, how well do the following statements describe you, where 1 means the statement does not describe you at all and 7 means the statement describes you perfectly.

12a. I always follow a healthy and balanced diet.

On a scale from 1 to 7, how well does this statement describe you?
Remember, 1 means not at all and 7 means it describes you perfectly.

Now for the second statement.

12b. I eat what I like and I do not worry about healthiness of food

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On a scale from 1 to 7 how well does this statement describe you?

[To score 12A and 12B: For 12B, reverse numerical responses; (i.e., 1=7, 2=6, 3=5, 4=4, 5=3, 6=2, 7=1.); add scores for 12A and reversed 12B and divide by 2. results: 1 thru 4 = Low nutrition motivation. 5 thru 7 = High nutrition motivation.]

High Nutrition Motivation = [Assign a score of 1]

This next question is fill-in-the-blank. I am going to read a sentence with two important words missing. Where the words are missing, I will say the word “blank” and then give you four words to choose from to fill in the blank.

[Please reread the question and response categories as needed]

13. For a healthy diet, we are advised to eat five _____ A _____ of fruits and vegetables each _____ B _____.

A

- a. pieces
- b. ounces
- c. grams
- d. servings

[Assign a score of 1]

B

- a. day
- b. morning
- c. meal
- d. week

[Assign a score of 1]

And for the last question:

14. The Nutrition Facts label is often found on the back of a food package. It is the table showing the amount of various nutrients in the food. If the Nutrition Facts label shows that one serving of the food contains 25% of the Daily Value (or DV) of Sodium, based on the information, would you consider a serving of this product to have a low, medium, or high amount of Sodium?

Low, medium, or don't know

High

[Assign a score of 1]

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If total score = 0 to 2, assign participant to low literacy group.

If total score = 3 to 4, assign participant to high literacy group.

You qualify for our study. The discussion group will be held on [DATE] at [TIME] and will last about 90 minutes. For your time and opinions, you will receive \$75 at the end of the session.

15. Would you like to participate in the group discussion at [TIME] on [DATE]?

- a. Yes → continue
- b. No → eliminate

Great! May I please have your phone number or e-mail address to send you a confirmation letter with instructions? [Verify email address and phone number.]

Thank you. That's all the questions I have today. Before your interview, you will receive a link to join the interview using Zoom, a video conferencing service. Please arrive about 5 minutes before the start of the interview to ensure you have time to sign in. If you have any questions or find that you are unable to attend, please call [facility's phone number] as soon as possible.

Thank you again for your time. We look forward to seeing you at [TIME] on [DATE].

Read if necessary:

If you have any questions about the study, you may contact _____ of _____ at _____. If you have concerns about how participants are being treated in the study, you may contact _____ toll-free at _____.

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****NOTE** THIS PAGE MUST BE STORED SEPARATELY FROM THE SCREENER AND FOCUS GROUP DATA. PLEASE DESTROY UPON COMPLETION OF FOCUS GROUP.**

We are asking for your contact information only for sending you a reminder letter and giving you a call to remind you of the discussion group. We will destroy all contact information at the end of the groups.

NAME: _____

ADDRESS: _____

CITY: _____

ZIP CODE: _____

E-MAIL: _____

What is the best time to reach you? What is the best telephone number to reach you at that time?

BEST TIME TO BE REACHED: _____

BEST PHONE NUMBER: _____

Is there another time and number we can try if we miss you?

ALTERNATE TIME:

ALTERNATE PHONE NUMBER:

Thank you. That's all the questions I have today. Please try to arrive at least 15 minutes before the starting time. If you have any questions or find that you are unable to attend, please call [facility's phone number] as soon as possible. Thank you again for your time. We look forward to seeing you at [TIME] on [DATE].