

**Childhood Obesity Prevention Communications Campaign Research
English-speaking Mothers and Caregivers
Qualitative Interviews
Respondent Screener and Discussion Guide**

Respondent Criteria:

Low Income Moms and Caregivers	<ul style="list-style-type: none">- Female- Is a mom and/or cares for a child (ages 3-12)- HHI <\$50k- Mix of race/ethnicities- Provides meals to child at least 3 times per week- Child is does not eat healthy foods and engage in physical activity regularly.- Articulate- Has not attended focus group in past 6 months
African American Moms and Caregivers	<ul style="list-style-type: none">- Female- African American- Is a mom and/or cares for a child ages 3-12- Provides meals to child at least 3 times per week- Does not described lifestyle as “very healthy”- Articulate- Has not attended focus group in past 6 months

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RESPONDENT SCREENER BEGIN

(ASK TO SPEAK WITH FEMALE HEAD OF HOUSEHOLD)

Hello, my name is _____ from INSERT VENDOR NAME, a marketing research firm. We are conducting a study concerning health among parents, kids and families, and would like to ask you a few questions. I want to assure you that this is not a sales call and nobody will try to sell you anything as a result of your cooperation. Can I have a few minutes of your time? Thank you.

1 RECORD GENDER

- Female
- Male (TERMINATE)

ALL RESPONDENTS MUST BE FEMALE

2. Do you, anyone in your household or a close relative or friend work for the following:

- Marketing or marketing research firm
- Advertising or public relations agency
- Any diet or nutrition-related company, program or service
- A medical practice, hospital, clinic or other health-related industry

IF YES TO ANY, TERMINATE

3. What is your age? (DO NOT PROMPT) _____

MUST BE 21 YEARS OF AGE OR OLDER

4a. Have you ever participated in a market research study?

- Yes (CONTINUE)
- No (SKIP TO Q.6)

4b. When was the last time you participated in a market research study? (READ LIST)

- Less than six months ago (TERMINATE)
- More than six months ago (CONTINUE)

5a. We want to make sure that we include a good mix of people in this study, which of the following best describes your ethnicity?

- African-American
- Hispanic
- White/Caucasian
- Asian
- Native American
- Other (fill in) _____

SEE RESPONDENT CRITERIA FOR RACE/ETHNIC QUOTAS

5b IF HISPANIC ASK: Which of the following best describes your family's situation when it comes to language?

- Spanish is the only language spoken by members of this household (**TERMINATE**)
- Spanish is the language spoken most often by members of this household but English is spoken as well (**TERMINATE**)
- Spanish and English are spoken about equally by members of this household
- English is the language spoken most often by members of this household but Spanish is spoken as well
- English is the only language spoken by members of this household

ENGLISH MUST BE PREVALENT IN HOUSEHOLD FOR HISPANIC RESPONDENTS

6a. Are you a mom or do you care for any children 3-12 years of age?

- Yes..... CONTINUE
- No..... TERMINATE

6b. In which capacity do you care for a child aged 3-12 (READ LIST)?

- Mom MOM
- Legal guardian MOM
- grandparent CAREGIVER
- other relative CAREGIVER
- childcare provider CAREGIVER
- Other_____

RECRUIT AS PER THE SCHEDULE

6c. Please tell me the first name, gender and exact age in years and months and grade in school for each of your children or the children you care for? (CHECK RESPONSES IN GRID BELOW FOR EACH CHILD)

Name	Age	Gender	
		M	F
		M	F
		M	F
		M	F
		M	F
		m	F

RECRUIT MIX OF AGES~ SEE SCHEDULE FOR AGE CRITERIA QUOTAS

11. Which of the following would you say best describes (CHILD'S NAME)'s current activity habits not including Physical Education at school:

- He/she is outside playing or participating in other physical activities 60 minutes or more every day **TERMINATE**
- He/she is outside playing or participating in other physical activities about 1-2 times a week for 60 minutes or more at a time **CONTINUE but limit to no more than 2 per market**
- He/she plays outside or participates in other physical activities ONCE IN A WHILE but not for very long **CONTINUE**
- He/she RARELY plays outside or participates in physical activity **CONTINUE**
- He/she does NOT play outside or participate in physical activity **CONTINUE**

I have a couple of questions about (CHILD'S NAME)'s weight since this is a health-related study. I understand that talking about weight is very personal and some people do not like to disclose such information. Please know that your responses are completely confidential and we would appreciate your honesty in order to ensure a successful study.

12. In thinking about (INSERT NAME) current weight, would you say that he/she is: (RECRUIT A MIX)

- at a very healthy weight and does not need to lose any weight**TERMINATE**
- at a healthy weight but has to watch what he/she eats**CONTINUE**
- close to a healthy weight, but should probably lose some weight**CONTINUE**
- at an unhealthy weight and needs to lose a lot of weight**CONTINUE**

13. Now I'd like to change the subject completely and talk about something else. Tell me about the latest book you've read or movie you've seen. What was the story about and what did/didn't you like about it?

THIS QUESTION IS ASKED TO DETERMINE WHETHER OR NOT THE RESPONDENT CAN CLEARLY ARTICULATE HIS THOUGHTS AND FEELINGS. IF RESPONDENT ANSWERS "I DON'T KNOW" OR EXHIBITS ANY SPEECH OR HEARING DIFFICULTIES, TERMINATE. ALL RESPONDENTS MUST BE EXTREMELY ARTICULATE

CAREGIVERS, SKIP TO INVITE

INVITATION FOR MOTHERS:

Thank you for your valuable time. As I mentioned earlier we are conducting a fun study that we hope you will find interesting. We would like to invite you to join us at our facility on _____ from (TIME) for a one-hour interview with a moderator. We would like to offer you ___ for you participation.

15. Are you interested in participating in the study at our facility with your child?

- | | | |
|--------|-----|------------------|
| () | Yes | CONTINUE |
| () | No | TERMINATE |

PLEASE READ THE FOLLOWING TO RESPONDENT:

If you have any questions, or find that you can't attend, please call my supervisor right away at [PHONE NUMBER] so we can find a replacement to make sure we have enough people to interview. We are counting on you to attend! Thanks for your time and for agreeing to participate.
If you wear reading glasses, please bring them to the interview.

INVITATION FOR CAREGIVERS:

Thank you for your valuable time. As I mentioned earlier we are conducting a fun study that we hope you will find interesting. We would like to invite you to join us at our facility on _____ from (TIME) for a one-hour interview. We would like to offer you ___ for your participation.

15. Are you interested in participating in the study at our facility?

- | | | |
|--------|-----|------------------|
| () | Yes | CONTINUE |
| () | No | TERMINATE |

PLEASE READ THE FOLLOWING TO RESPONDENT:

If you have any questions, or find that you can't attend, please call my supervisor right away at [PHONE NUMBER] so we can find a replacement to make sure we have enough people to interview. We are counting on you to attend! Thanks for your time and for agreeing to participate. If you wear reading glasses, please bring them to the interview.

Childhood Obesity Prevention Communications Campaign Research
Mothers and Caregivers
Qualitative Interviews – Discussion Guide

Note: This discussion guide will be used to facilitate the interview discussion among the English - speaking and Spanish-speaking moms.

The objective of this research is to test the clarity, relevance and motivation of advertising concepts that are not yet produced. The stimuli used to test these concepts are not yet produced.

Section I. ~ Introduction:

- Explanation of research process – no wrong answers, independent researcher
- Room – one-way mirror, audio/videotape
- Introductions – name, occupation, interests

Section II ~ Presentation of Advertising Concepts:

The moderator will first explain to respondents that the advertising they are about to see is still in development and that they will need to use a bit of imagination to visualize it in the ‘real world.’ The moderator will then begin taking them through each of the creative ideas and executions.

Once respondents have seen the advertising idea, they will be asked to answer the questions outlined in this discussion guide.

Section III ~ Reaction to Advertising:

- So what did you think of this ad?
 - o What made you think that?
- What is the main idea of the advertising? What are they saying to you?
- What do you think about that idea?
- Is this main idea believable?
 - o What about it makes it believable (or not)?
- Is there anything confusing or unclear about this idea?
- Who is this ad for?
- What are they asking you to do?
 - o What do you think of that idea? (Probe for ease/difficulty of this idea)

Expose remaining executions (within campaign) - probe for similarities/differences in Section III questions

Section IV ~ Emotional Connection/Relevance:

- What, if anything, does the advertising make you think?
- How does the advertising make you feel? (*LISTEN for personal relevance and comfort with the approach/topic*)
- What do you like/dislike about the advertising?
- Does this idea relate to you and your life? How?
- What is the mood or feeling behind the advertising? (*Probe: is the advertising encouraging, motivating, relevant?*)
- How does this advertising speak to what you do currently around this issue?
- Would you ever mention this ad or talk about it with a friend or family member? What would you tell them about it?
- Are they telling you anything new – any new information?

- o Did you learn anything in the advertising? If so, what?

Section V ~ Discussion of All Campaigns

Once all of the creative ideas have been presented, the moderator will put all stimuli on the table and ask respondents to look at them as a group.

- Describe in your own words what you feel the overall message of this ad campaign.
- Which advertising ideas express that message the best?
 - o What about them is working well for you?
- In general, what elements of the ideas are the most compelling? Why?
- Have you seen advertising like this before? How is it different/the same?
- Does this advertising motivate you in any way? How so – what would you do/think as a result of seeing these materials?
 - o What specifically about the advertising is creating these thoughts?
- Having seen this advertising, do you feel you are now motivated in any way to make a change in your life?
 - o What would that be?
 - o When would you make that change (how soon)?
- All of these advertisements feature a website — do you remember the name of the website?
 - o Have you heard of this website before?
 - o Would you go to the website?
 - o What would you expect to find on the website?
- Who do you think this message is coming from?
 - o Does that make the message more or less credible? Explain.

Section VII ~ Wrap Up

Before finishing the interview, the moderator will check with the back room to see if there are any additional questions or areas to probe.