

School Code: |_____ Participant ID: |_____ Date (MM/DD/YY): |__|__|__|

FFVP Interview Guide
School FFVP personnel: The primary FFVP contact for each school district
Conducted by ASU Food Policy and Environment Research Group
College of Health Solutions, Arizona State University

A. Verbal consent

Thank you so much for joining us today; we really appreciate you taking the time to participate in today's interview. As you know, my name is _____ and I am part of a research study being conducted by researchers at Arizona State University. The purpose of this interview is to learn about your opinions and ideas about the Fresh Fruit and Vegetable Program and strategies for expanding the reach of the program to nearby grocery stores.

As a reminder, this interview is confidential. Throughout the discussion, you will only be called by your first name to keep your identity confidential. Neither your name nor the name of the school district will be associated with any of your answers. Your answers will be combined with responses from participants from other schools and districts. The results of this study will be used in reports, presentations, or publications but your name will never be known. Your participation is completely voluntary and you can stop the interview or decide not to answer any question for any reason; there are no right or wrong answers. You must be 18 years or older to participate. If you agree to participate, you will receive a \$25 gift card as a token of our appreciation. Should we proceed with the interview? (*If YES, continue*).

I also want you to know that _____ is here to take notes on our discussion today. She/he will take notes during our conversation, but will not participate. I would also like to record our interview. The purpose of the recording is to help the note taker in case there is a response that they do not fully capture. The recording will not be shared with anyone and again all of your responses are confidential. Are you okay with having the interview audio-recorded?" (*If YES, proceed with the interview; if NO, still proceed with the interview; instruct the note taker to state when they need more time to capture a response and briefly pause before proceeding to the next question during the interview*).

If you have any questions or concerns about the study, or are dissatisfied at any time with any aspect of this study, you may contact Chair of the Human Subjects Institutional Review Board, through the ASU Office of Research Integrity and Assurance, at (480) 965-6788. (*Show participant study information sheet and point out IRB and study contact information at the bottom*). Great, let's get started.

Offer participant water.

Turn on tape recorder, state the date, your name and District ID number.

Current efforts to promote fruits and vegetables

1. What strategies do elementary schools in your district currently use to promote fruit and vegetable consumption? For example, do elementary schools in your district have posters of fruits and vegetables around campus?
2. What strategies have schools in your district used in the past to promote fruit and vegetable consumption?
3. *(If past strategies mentioned (Q1) are not currently being offered (response from Q2) then ask):*

I heard you say that _____strategy (strategies) was used in the past but is not currently being used for fruit and vegetable consumption. Can you describe some of the reasons that schools in your district are not continuing to use this as a strategy?
4. Which strategies, in your opinion, are the most effective for promoting fruit and vegetable consumption to elementary school kids in your district?
5. Which strategies, in your opinion, are the least effective in promoting fruit and vegetable consumption to elementary school kids in your district?
6. Tell me how the Fresh Fruit and Vegetable Program is typically carried out in schools in your district.
7. How does the implementation of the FFVP vary among elementary schools participating in the FFVP in your district?
8. How does the implementation of the FFVP differ by grade levels within schools?
9. Describe the level of support or buy-in that school administrators, such as principals or other staff members, and teachers have for the FFVP?
10. Can you describe types of educational activities, if any, that teachers incorporate around the FFVP in their classrooms?
11. Can you describe any instances where someone at the district or at the school level had to shop at a nearby grocery store for produce items if you were, for example, running low on certain fruit and vegetable items for the FFVP?
12. How do you think left over produce from the FFVP could be used?
13. How is the Maricopa County SNAP-Ed program used to promote fruits and vegetables within elementary schools?
14. How does SNAP-Ed work with the Fresh Fruit and Vegetable Program?

15. How aware do you think parents in your district are about school food programs offered in schools in your district?

Perceptions about partnerships with retailers

Now I'm going to ask you some questions about grocery store partnerships.

16. Are any schools in your district **currently** partnering with any local grocery stores for school food programs or activities, such as grocery store tours or promotions?
17. Are you aware of any partnerships that have existed in the **past** between schools in the district and local grocery stores for school food programs or activities?
18. Have you ever considered developing partnerships with nearby grocery stores to support increased fruit and vegetable consumption among elementary school children in your district?
19. We are exploring if schools and retailers would be interested in collaborating to promote the Fresh Fruit and Vegetable Program in order to increase fruit and vegetable consumption among children and their families. An example of such a partnership may be that schools would provide grocery stores with the schedule of fruits and vegetables being distributed through the FFVP during the week. Grocery stores would then stock and promote those fruit and vegetables items in stores during that period. Students would consume those fruit and vegetables at schools as part of the FFVP and would be informed that those fruit and vegetable items are available at local grocery stores nearby, along with any promotions the retailers have on the fruit and vegetable items. This is just an example of a possible partnership. We are interested in exploring other ideas as well.
- a. What are your thoughts about this type of partnership?
 - b. How do you think this type of partnerships would work?
 - i. What would you need from a retailer to make this type of partnership work?
 - c. How would you go about creating a partnership with nearby grocery stores?
 - d. What do you see as potential barriers to a partnership with nearby grocery stores?
 - i. What kind of staffing time would you need?
 - 1. How would you manage extra staffing?
 - ii. Would you need approval from school officials, such as the principal, superintendent, or school board?
 - 1. How would you go about seeking such approval?
 - iii. Would you need approval from the state or the USDA?
 - 1. How would you go about seeking such approval?
 - e. What kind of resources would be required for a partnership with grocery stores?
 - i. Do you have access to such resources?
 - f. How do you think this type of partnership would impact students?
 - i. What are other potential benefits to a partnership like this?

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- g. How would you measure the impact of this type of partnership?
- h. What would motivate you to create such partnerships with nearby retailers?
- i. What are some other ideas you have about how these collaborations might work?
- j. How do you think you could use the Maricopa County SNAP-Ed program to create linkages between schools and food retailers?
 - i. How do you feel about working with Maricopa County SNAP-Ed for this idea?

20. How would you describe your experience with the Fresh Fruit and Vegetable Program?

21. In your opinion, what types of support the can Maricopa County SNAP-Ed program provide to school food programs and local wellness policy efforts in your school district?

D. Closing

Well, that brings us to the end of all my questions. If you could just give me a few minutes to make sure we captured everything we needed to.

Moderator checks with note taker to and list of questions to make sure everything has been asked and recorded properly.

Would it be possible to get a copy of the FFVP schedule you are using for this school year?

Would it be possible to observe the FFVP program in some schools in your district?

If needed, would you be willing to let us interview additional FFVP staff members, from schools other than the ones we previously mentioned?

Thank you for sharing your time and providing such valuable information. Our study team is extremely grateful for your participation in the study. Before I leave, is there anything else you would like to share with us today? Are there any questions you would like to ask us?

I have left you with my name and the study team's contact information. If you think of something later that you would like to add to what was discussed today OR if you have a question that you'd like to ask us, please feel free to contact us. Your name will not be connected with any answers or comments you have given today or may give in the future.

As a gesture of our appreciation for your participation, we have a \$25 VISA gift card for you. Thank you so much again!

Turn off tape recorder.