

School Code: |_____

Date (MM/DD/YY): |__|__|__|

FFVP Interview Guide
Parent Focus Groups
Conducted by ASU Food Policy and Environment Research Group
College of Health Solutions, Arizona State University

A. Focus group instructions

As people enter, present them with consent form, have them read and sign it, and give them copy of the IRB letter for them to keep. Then offer refreshments.

Welcome. I hope you've all had a chance to get some refreshments. Before we begin, please silence your cell phones.

Thank you for joining us today; we appreciate the time and effort you are making to participate in today's discussion. Tonight we will be talking about school food programs and shopping at nearby grocery stores.

My name is _____ and I will lead our discussion today. I am part of a research study being conducted by researchers at Arizona State University. I am here today because of my skills moderating discussion groups like this one. I'm looking forward to tonight's discussion.

I also want you to know that _____ is here to take notes on our discussion today.

The reason we asked you to be part of the group discussion is to learn about your opinions and ideas on this important topic of school food programs. Before we get started, I want to go over a few reminders:

- Please don't hesitate to speak up.
- There are no wrong answers. Your ideas are very important to us.
- You are encouraged to talk freely with others in this group. You don't need to talk only to me.
- Everything that you tell us today will be kept confidential.
- Please remember to use only your first name during our discussion today.
- We will be recording this session for accuracy. We will transcribe the audiotapes and combine all of your responses. Your first name will only be used for recoding and transcription purposes. It will not be connected with any answers or comments you provide in any of the reports.
- A summary report of the discussion will be made and shared with study investigators. Again, the report will not contain any information that could identify any participant.
- So we can hear each other clearly, I request that one person speak at a time. We value everyone's opinion and will make sure you get adequate time to express your thoughts.

Thanks so much for being here and agreeing to participate.

Turn on tape recorder, state the date, your name and name of school where focus group is being held.

B. Focus group interview guide

Start time: ____:____

Opening introductions

First, I'd like to start by asking each of you to take a minute to tell the rest of the group a little about yourself. Tell us your first name, how long have you lived in this neighborhood, how many children you have attending <name of school> and how old they are. Remember, don't tell us your last name for confidentiality.

(Participants introduce themselves).

Thank you. Now we are going to move into the discussion. We would like to start talking generally about school food programs.

Awareness of the Fresh Fruit and Vegetable Program

1. As some of you have indicated there are a variety of school food programs available at your child's school <name of school>. For example, your children may be participating in the school lunch or breakfast program. One such program offered by your child's school is the Fresh Fruit and Vegetable Snack program. Have you heard about the program from your child or their teachers?

(Pause to acknowledge their affirmative or negative responses).

Then add: Selected elementary schools, such as <name of school> provide free fresh fruits and vegetables to students as a snack during the school day. These fresh fruit and vegetable snacks are not part of the school lunch or breakfast program and are offered at least twice a week to students.

2. Can you tell me what have you heard about the Fruit and Vegetable Snack Program also known as the Fresh Fruit and Vegetable Program?

Prompts:

- i. How did you learn about the Fruit and Vegetable Snack Program?
- ii. What has your child told you about the program?
- iii. If no one has heard of the program: has your child ever mentioned a snack program at school? What have they said about this program?

3. How do you think the Fruit and Vegetable Snack Program affects what your child eats at school?

Prompt:

- i. *How does your child talk about the different fruits and vegetables they have tried at school?*
4. **How do you think the Fruit and Vegetable Snack Program affects what your child eats at home?**
- Prompts:
- i. *How frequently does your child ask for fruits and vegetables that they tried in school to be made available at home?*
- ii. *How frequently does your child ask for these items they tried at school to be purchased at the grocery store?*
- iii. *If no one has heard of the program: How do you think school programs affect what your child eats at home?*
5. **What impact do you think the Fruit and Vegetable Snack Program has on your child's health? (or what impact do you think a fruit and vegetable snack program would have on your child's health?**
- If parents haven't heard of the FFVP: What impact do you think a fruit and vegetable snack program would have on your child's health?*
6. **Do you think the Fruit and Vegetable Snack Program is a good way to encourage children to eat more fruits and vegetables, why or why not?**
7. **When your child goes grocery shopping with you, how are they involved in the shopping process?**

Prompts:

- i. *How often do they go to the grocery store with you?*
- ii. *What items do you let them pick out?*
- iii. *Do they put things in the cart without asking?*
- iv. *What sort of things do they ask and or nag you for?*

Shopping prompts

8. **How do you use weekly store flyers when shopping?**
- Prompts:
- i. *How do you use store flyers for fruits and vegetables?*
9. **What types of signs have you seen in the grocery store for promoting certain foods? And how do these signs influence what you purchase at the store?**
- a. ***If needed:** These would be things such as shelf tags, banners; buy one, get one free.*

Prompts:

- i. *How do signs influence your fruit and vegetable purchases?*

10. We talked earlier about the Fruit and Vegetable Snack Program. How has your child's participation in this program influenced your food shopping, if any?

Prompts:

- i. Do your children ask you to purchase fruits and vegetables they tasted at school?
1) **If YES:** Can you describe instances when that has happened?

11. Have you experienced any instances when a store has run out of fruit or vegetable items that your child asked for? (Probe: can you tell me more about those instances?)

Views on cross-promotion between schools and retail

Now we are going to talk about possible ways for promoting fruit and vegetable purchases at the grocery store.

12. What do you think about the idea of grocery stores near your child's school promoting the fruits or vegetables in the store that your children try at school as part of the Fruit and Vegetable Snack Program each week? For example, tagging fruits and vegetables in the grocery store that are part of the Fruit and Vegetable Snack Program, to let parents know which items students are getting at school? They could also advertise these items in weekly flyers, coupons, sales, in-store nutrition education activities.

13. In your opinion, what would be the best way for the school to let parents know about grocery stores that are promoting the Fruit and Vegetable Snack Program and fruits and vegetables?

Prompts: what about:

- i. Sending notes home with students?
ii. Listing information on school website?
iii. Making general announcement about FFVP at the beginning of each semester?
iv. Any other ideas?

Likelihood of responding to cross-promotion

14. If the stores were to promote these specific fruits and vegetables (that your children try at school as part of the Fruit and Vegetable Snack Program), what would your likely response be if you saw promotions in the grocery store?

- a. **If needed:** like signs or advertisements for items that are part of the Fruit and Vegetable Snack Program?

Prompts:

- i. What would make you notice them?
ii. How likely would you be to act upon those promotions and purchase those items?

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iii. *How likely would you be to pay attention to them at first? What about over time?*

15. Which types of promotions would make you the most likely to purchase the fruit or vegetable being promoted?

Awareness of SNAP Ed

16. How familiar are you with SNAP-Ed, the nutrition education program offered at <name of school>?

a. ***If needed:*** *As part of this program nutrition education is offered in classrooms or sometimes they provide promotional materials like student planners with nutritional messages.*

Prompts:

- i. *What do you know about this program and how did you learn about it?*
- ii. *What types of information has your child shared about this program?*
- iii. *What do you think are some of the benefits of the school offering this program?*
- iv. *Do you have thoughts on how it can be improved?*

C. 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 have everything ready for you.

Moderator checks with note taker to see if they have additional questions or comments. Check to make sure the demographic surveys have been collected.

Thank you for sharing your time and providing such valuable information. Our study team is extremely grateful for your participation in this 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, you will all receive a \$10 Walmart gift card. Thank you so much again!

Turn off tape recorder.