

Shaw Middle School Smarter Lunchroom Design Focus Group 3-12-13

Purpose:

To better understand how middle school students choose fruit and vegetables and why they eat or don't eat them.

Objectives:

1. **To raise middle school student awareness and experiences that fruit and vegetables** can taste good using researched based SLD principles between March and June 2013.
2. **To increase Shaw student involvement in promoting eating fruit and vegetables** at Shaw Middle School Cafeteria between February and June 2013.
3. To work with students, teachers, administrators, WSU ext and SRHD to create a plan to sustain student involvement in promoting healthy foods and beverages using behavioral economics principles through 2014.

Focus Group Introduction:

Thank you

My name is Mrs. Tauzin and I will be the facilitator for today's focus group discussion. Assisting me are Ms Swan and Ms Roehm. The purpose of today's discussion is to better understand middle school food choices especially around fruit and vegetables.

Over the next 45 minutes I will be asking you 7 questions. This is not a test, there are no right or wrong answers. We plan to use your answers to help with marketing fresh fruit and vegetables at Shaw.

Facilitator role:

1. to encourage everyone to participate
2. to explain the question if it is not clear
3. to ask for clarification if the answer is not clear
4. to make sure we finish on time.

Let's come up with a few ground rules to make sure we have a safe and comfortable environment.

- Be respectful
- Listen to each other
- Only one person speaks at a time
- Turn off cell phones
- This is a safe place: what is said here stays here (confidentiality)
- Use appropriate language

Focus Group Questions:

1. What influences your food choices?
2. What do you think is important about eating fruits/vegetables?
3. How do you decide which fruit or vegetable to eat at lunch in the Shaw cafeteria?
4. What prevents you from eating fruit and vegetables at school?
5. How do you feel about trying new fruit?
6. How do you feel about trying new vegetables?
7. How would you market fruit and vegetables to teenagers?
8. What ideas do you have for getting Shaw students to eat more fruit and vegetables?