

National Analysts
A Division of Booz•
Allen & Hamilton Inc.

Study No. 09010-073-003

CONTINUING SURVEY OF FOOD INTAKES BY INDIVIDUALS

Interviewer Instruction Manual
Diet & Health Knowledge Survey Questionnaire

Conducted for
United States Department of Agriculture

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DIET AND HEALTH KNOWLEDGE QUESTIONNAIRE

A. Overview

The Diet and Health Knowledge Survey (DHKS) is a follow-up to the CSFII. The main meal planner/preparer in each of the sample households where an intake interview was completed -- those in Sample #1 and Sample #2 -- will be recontacted several weeks after they participate in the CSFII. The exact period of time between the CSFII interview and the DHKS interview will vary, depending on the schedule. However, no follow-up will be scheduled to start less than six weeks or longer than eight weeks after the CSFII interview was completed.

Although a significant portion of the DHKS' interviews will be conducted by a centralized WATS facility using a computerized interview, all in person interviewers should also review the question-by-question instructions for this document since all will be required at least occasionally to administer the DHKS questionnaire at non-telephone households. Many of the questions included in the DHKS have been used in studies conducted by federal agencies to track consumers' knowledge of nutrition, health and food handling practices and related topics. Because of this, we are confident that the respondent will find this interview not only smooth-flowing but interesting and timely in view of the current interest in health, diets and nutritional well-being.

In Year 3, the DHKS' questionnaire has 31 questions and has a blue cover with "Diet and Health Knowledge Questionnaire -- 1991" written at the top. ***Only this questionnaire may be used in Year 3.***

B. Respondent for the DHKS Interview

The person identified as the main meal planner/preparer in the CSFII will be the respondent for the DHKS. While all individuals in the household may have provided information on their intake only, the main meal planner/preparer answered questions about the household characteristics, food purchases and participation in food programs. This is the only person who can be interviewed in the DHKS. You must verify that you have the right person ***before*** beginning the DHKS.

C. Where and When to Interview

Each DHKS questionnaires will have a label (like the one on the next page) indicating the full name, address, telephone number (where available) of the main meal planner/preparer along with the corresponding identifying information

(segment #, H.U. #, respondent ID # and person line #). In addition, a series of dates will indicate the time frame within which the interview must be conducted.

Segment and H.U. #	Respondent ID #	Line #
→	↓	←
	12214105016 51026 01	
	Respondent's Name: FRANCES CHIODO	
	Address: 1025 OLD HUDSON ROAD APT 1 RAMSEY MN 55106	
	Phone #: 612-776-8704	
	Initial Contact	←
	Time: 03:30PM Day: 11-02-90 Int#: 0530	Prior Contact Date
DHKS Contact Period	→ Conduct DHK: 12-14-90 thru 12-28-90	

You are to attempt the DHKS interview during the period shown on the label. Starting before the earliest date on the label will be too close to the intake survey and may lead to a refusal. Waiting until after the last date shown to start contacting the respondent will cause the DHKS interview to be delayed more than is desirable.

If you have tried to take the interview during the specified period but have not been successful in scheduling a meeting, let your Field Administrator know. If it is likely that you can get an interview shortly after the allowable period, we will consider permitting a later interview.

D. Conducting the Interview

1. Sample respondent

You are to conduct the DHKS interview only with the household respondent whose name is indicated on the label affixed to the questionnaire. For the CSFII, this person said he/she was the main meal planner/preparer in the household. Be sure to reconfirm this information -- make sure that the name matches the label, that the person remembers giving the interview and answering **general questions about the household**, as well as reporting intake and that the person is (or was at the time of the CSFII) the main meal planner/preparer.

No substitutions are to be made for this respondent.

- If the main meal planner/preparer is unavailable to be interviewed at any time during the dates specified on the label, find out when he/she will be available and call your Field Administrator. It is possible that an interview will be approved for a later time. **DO NOT SUBSTITUTE** another respondent in the household for the meal planner/preparer.
- If the main meal planner/preparer is no longer a member of the household designated on the label, find out whether or not that person can be reached elsewhere. If the meal planner/preparer can be reached elsewhere, get the new address information and call your Field Administrator for further instructions. If the original meal planner/preparer cannot be reached, find out who is now responsible for those activities in the household, and then call your Field Administrator with the information.

2. Documents to be completed

For each sample household assigned to you, you are to complete just one form. That is the DHKS questionnaire.

3. Number of calls to complete interviews

You must make four attempts to complete the DHKS before concluding that the household is nonresponsive. All attempts must be done in person because these households are without telephones (or may not be reachable by telephone). Schedule your visits on different days and at different times during the period shown on the label. A good place to start would be on the same day of the week that you conducted the CSFII intake portion of the survey. The respondent was at home, and had time for the interview then. It is likely he/she will be available again at this time for a shorter DHKS interview.

If you do not reach the meal planner/preparer during the day -- Monday to Friday -- schedule at least one attempt on the weekend and/or in the evening. Of course, you may make more than four calls if you think you will get an interview.

4. Result of call codes

The Call Report Form for the DHKS interview is located on the cover page of the questionnaire. Complete the call record for each attempted DHKS interview contact as follows:

- Enter day, month and year in the space provided for the date

- Enter the time the visit/call began. Circle Code 1 for morning calls and Code 2 for calls at noon or after
- Enter the appropriate Result of Call codes for that contact by selecting one code from the codes shown

Result of call codes are explained below.

Code 1	Interview has been taken with the meal planner preparer.
Code 2	A time and date have been set up to complete an interview. Put the appointment information in the comments section.
Code 3	The main meal planner/preparer who was interviewed in the CSFII refuses to take part in this interview. Please give us an explanation of why you were refused in the comments section.
Codes 4 & 5	These codes apply to the initial telephone effort. They will not be used in the in-person interview portion of the DHKS.
Code 6	No one answers the door or the telephone
Code 7	The door/telephone is answered, but the main meal planner/preparer who was previously interviewed in the CSFII is not available. Attempt to find out when the person will be available and record time in the comments section.
Code 8	Language problem. Specify the language spoken.
Code 9	Housing unit is no longer occupied. In-person interviewers check with neighbor for new address of main meal planner/preparer. Record this information in the comments section.
Code 10	Not used in the in-person survey. Telephone number that is given is not in service. Telephone interviewers, attempt to get new number from Information.
Code 11	Any other outcome not indicated by one of the prior codes. Give a complete explanation in the comments section.

E. Question-by-Question Instructions

1. Identifying data and introduction

- Time

Record the time the interview began in the box at the upper right.
Record the time ended when you complete the interview.

- Respondent information

All of the respondent information is on the label. Check to make sure it is correct. Then, record your four-digit ID # in the blocks provided.

- Introduction

In addition to reading the suggested introduction, be prepared to refresh the respondent's memory concerning his/her participation in the CSFII study. If you happen to be the same interviewer who visited him/her previously, bring this fact to the respondent's attention.

In any event, move directly from the introduction into the first question. Don't wait for permission to start but assume that you have it. After all, the respondent did agree to participate in the full study in the original contact.

2. Questions on knowledge and opinion about food

Q's 1 to 17

Are questions which give us insight into the way respondents eat and what knowledge and opinions of nutrition they have has about food intake.

Q.1

This question is concerned with respondents' opinions about the **amount** of different categories of food a person should eat daily.

You will be required to read a food item and a serving size, and then ask the respondent how many servings of the item a person should eat daily for good health.

For example:

"How many servings of **fruit** should a person eat each day if one serving equals **one piece of whole fruit**?"

It is important that you try to get an answer for each item. We strongly discourage "Don't Know" responses to this and other questions. If a respondent appears unsure, ask for their best guess.

- Q.2 This is the first of a few other questions which require you to start at a random item and read a list. You handle this and similar questions of this type by reading the list starting with the item which is designated by a "x." Continue reading the list from top to bottom and **when you reach the bottom, return to the top and continue reading down the list to where you started.** In other words, we don't want all interviews to start with the first item, "meat, poultry or fish" and end with "sugars and sweets."
- One code should be circled for **each** of the 18 items.
- Q.3 This question concerns whether respondents avoid certain types of food. To reduce confusion, please remember to repeat the stem "do you personally avoid" before each item, except items "e" and "j."
- Note that item "a" asks if the respondent avoids meat, such as beef **or** lamb. If the respondent avoids one but not the other (e.g., beef but not lamb or vice versa) use the code 2, "does not avoid." In other words, you should only use Code 1 "avoids" if the respondent avoids meat: **both** lamb and beef.
- Q.4 You begin reading this question at the "X" just like Q.2. It is important that the respondent remembers what are the anchor points on the six-point scale when he/she is answering the question. Therefore, repeat the interviewer instructions for the first **two** statements you read and any other time the respondent appears to need clarification. You may mention to the respondent that "the higher up the scale you go, the more important it is to you."
- Q's 5 and 6 These items are concerned with respondents' food preferences and perceptions of health problems which may be related to certain types of behavior. As in the previous questions, start reading the list in Q.5 beginning at the "X." **As soon as** the respondent says "Yes," ask Q.6. For **each** behavior ask Q.5 and, if appropriate, Q.6 together.

- Q.6 You need to listen carefully before recording the respondent's answers to this question. Q.6 is asked for each behavior category which has been circled a Code 1 (in the unshaded area) for Q.5. If the respondent's answer clearly parallels one of the listed health problems, then circle the code corresponding to that problem. But if you are unable to quickly fit the answer into one of the pre-coded categories listed on the questionnaire, then, by all means, use the space provided under "Other disease/problem" to record the respondent's answer. Don't forget to probe "Any other problems?"
- Q.7 This is an opinion question to probe the respondent's own assessment of his/her weight.
- Q.8 Also requires a random start at the item marked with an "X." Again, help respondents remember the end points of the scale by reading the instructions for the first **two** statements and at any other time he/she seems to need help remembering. Be sure to read **all twelve** of the listed statements and circle a code for each one.
- Q.9 This question taps the respondent's knowledge of fiber sources. Start at the pair indicated by the "X," read the two choices and wait for an answer. If the respondent says he or she doesn't know, repeat the question. If he/she still does not know, write in "DK" and go on to the next pair.
- If the respondent answers, "The same," again repeat the question and tell the respondent **we want an answer** based on the choices. If the respondent **insists** that the answer is "The same," then write in "Same" next to that pair of items. Be sure to ask all six pairs of choices before going to the next question.
- Q's 10 and 11 These two items are concerned with the respondent's **perception** of which of the four listed foods is the highest, and next highest in calories. Note that after you circled an answer in Col. Q.10 for the food highest in calories, you need read only the remaining three food choices in Q.11 to obtain an answer for the food next highest in calories.
- Q's 12 to 17 This series of questions is designed to determine respondents' understanding of the differences among foods in terms of their cholesterol and fat contents.

Q's 12 and 13 All these items are handled similarly to Q.9. First of all, start reading the pairs of items at the "X" and wait for an answer. We want the respondent to make a choice between the two items. If he/she says, "I don't know," repeat "This is just based on your knowledge." If the respondent still says, "I don't know," then record "DK" next to that pair of items.

If the respondent answers, "The same," again repeat the question and tell the respondent we want an answer based on the choices. If the respondent *insists* that the answer is "The same," then write in "Same" next to that pair of items.

Q's 14 to 17 All these require you to read are two or three choices to the respondent and circle *one* code corresponding to the respondent's choice. *Do not read* the "Don't know" code, as was mentioned earlier.

3. Questions on cooking and preparing foods

Q's 18 to 20 When recording the answers to these questions, be sure to also circle the code for "hours" or "minutes." Q.19 gives respondents a lot to think about. Read it *slowly*. If you must repeat the question, read it exactly as it is written. Do not add or subtract anything.

Q.21 This question concerns habits pertaining to food *preparation*. Read the statement and wait for an answer for each of the ten items.

Q.22 This is a new question this year. Read all of the choices before allowing the respondent to give her/his answer.

4. Questions on grocery shopping and food-label information

Q's 23 to 26 These items are concerned with the way respondents shop for food, what is important in food labels, and types of nutrition information is needed.

Q.23 Keep in mind that this question refers to things which may be important to the respondent when he/she shops for food, not when someone else in the household shops for food. Again, start reading the list at the "X" and continue until all six items have been read and a code has been circled for *each*.

Q's 24 to 26 Are concerned with the frequency with which the respondent reads label information detailing either nutrition or ingredients information. Be sure to read **each** one of the four frequency statements.

5. Questions about food safety

Q's 27 to 31 This series is concerned with the respondent's perception of the safety levels associated with various types of foods, with food handling and storage practices, and with store bought vs. home-prepared food.

Q.27 This question taps into respondents' concerns for food safety now and 12 months ago.

Q.28 This is the last question which is rotated starting with the item that is marked with an "X." Circle one code for each of the 14 statements on the list. Use "Don't know" after probing for a response of "safe" or "not safe."

Q.29 This prioritizes respondents' primary food safety concerns. Have respondents identify the single issue most concerning them.

Q's 30 and 31 These final safety items examine practices and concerns about safety for store-prepared foods.

6. Methods question

Q.32 You, the interviewer, answers this based on your reading of the questions and the respondents' answers to you. Do not read this to the respondent.