



AzNN
State & Local Messaging:
External Audience
June 2017

Report Date: July 17, 2017

Research Goal & Methodology

Research Goal: Determine preferences regarding new logo concepts among target audience.

Target Audience: Low-income ($\leq 185\%$ FPL), SNAP-eligible moms, ages 18 to 49, with children ages 2 to 11; statewide

Seven (7) Focus Groups:

- **Phoenix:** 2 English & 1 Spanish
- **Tucson:** 2 English & 1 Spanish
- **Flagstaff:** 1 English

Participants were recruited using social media, flyers in WIC clinics, and referrals.

Each group consisted of nine to twelve moms who were paid an incentive for participating in the study. The groups lasted approximately two hours.

Three concepts developed by local agencies were presented in the groups in alternating rotation to avoid any position bias. *Note: participants were asked to rate each concept overall and on six (6) attributes using a 10-point scale. The average ratings included in this report suggest relative performance of each concept and are not statistically valid due to small sample sizes and the sample selection methodology.*

Moderators: Wendy Godfrey & Michele Valdovinos

Dates: June 19 - 26, 2017

Executive Summary

bewell.arizona does the best job communicating the dual message of nutrition and physical activity. Many women suggested that the orange as the “o” in the word “Arizona” represents eating healthy and that the running figure over the words represents being active and exercising. Other positive aspects of the logo included the attractive colors, it shows movement, and it is self-explanatory. Negative responses revolved around not understanding the orange, not liking the running figure and its placement on top of the two “l’s,” or just not liking the two elements together in one logo. Because of the multiple elements, some felt that the logo was too large and busy. In addition, Spanish-language participants suggested that the figure running should include more people or a family to better align with their preference for group activities.

AZ Health Zone was the favorite among Spanish dominant participants, with many liking that the logo resembled a piece of fruit. The bullseye in the center added to the message by emphasizing a focus on healthy initiatives. The most frequently cited positive response among English-speakers was that the logo was clear and simple and made sense to them. They understood the fruit and target together, and knew they would gain information on healthy living from it. Negative comments about this logo had to do with the color (a deeper shade of green would be more appealing) and that it looks too much like the logo for Target stores.

Respondents liked having the tag line – *Good health starts here* - on this logo option as it provided more clarity as to the purpose of the program.

Executive Summary

Reshape Arizona was the least favorite of the three logo concepts. The majority of the comments from the groups were negative, indicating the target audience didn't connect with this logo and / or associate it with a healthy living message. While most liked the colors, most also agreed combining green with the arrow suggested recycling. In the Spanish groups, the image of the arrow was noticed but not well understood. Respondents were not able to connect it with a concept related to health. Further, the lowercase letters were confusing to these moms. Finally, many women felt that "reshape" has a negative connotation, suggesting that there is something wrong with their shape (as well as other people's shapes) which they found somewhat offensive.

- **Obstacles to a Healthy Lifestyle**

- Moms maintain they need more time, education and help with meal planning to get their family's *healthy lifestyle* rating to a "10." Others need motivation, discipline and ideas for physical activity, ideally, ideas that families can do together.

- **Features of "Ideal" Healthy Lifestyles Website**

- Top responses included offering healthy recipes and help with meal planning. Moms also would like to see information on local events and activities they can go to with their kids that are not costly (i.e., free) and would get them all moving as a family.

Concept Evaluation

A decorative horizontal bar with a blue-to-grey gradient, starting as a thin line on the left and thickening into a solid bar on the right, ending in a small L-shaped corner.

Ranking: #1 – *bewell.arizona*



***It takes strong,
healthy families
to build vibrant,
thriving communities.***



Be Well Arizona can help you improve the well-being of your family through better nutrition and exercise. It means a stronger future for you, your family and the state we all call home. A healthy tomorrow begins at bewellarizona.com.

bewell.arizona

- ▶ ***bewell.arizona*** had the highest average rating among the three concepts when English-speaking participants were asked to rate each on a 10-point scale, with “10” meaning they “loved it.” While it was not necessarily everyone’s favorite, it was consistently well-received and was thought to be the most effective in getting across the dual message of healthy eating and physical activity.
- ▶ Most women agreed that the orange as the “o” in the word “Arizona” represents eating healthy and that the running figure over the words represents being active and exercising. In addition, many moms liked the colors used in the logo as well as the lowercase font. Several also commented that the logo represents a positive message to the public.
- ▶ While rating this logo slightly lower, Spanish-speakers found the imagery of the orange in the word “Arizona” very appealing and attention-getting, suggesting it aligns with their natural focus on fresh, organic foods and bright, vibrant colors. It has additional leverage as representing a unique agricultural aspect of Arizona and calls many of them pleasantly to their rural roots.

bewell.arizona

- ▶ While well-received overall, not everyone liked the orange or the running figure in the *bewell.arizona* logo. The top negative responses revolved around not understanding the orange, not liking the running figure and its placement on top of the two “l’s,” or just not liking the two elements together in one logo. Because of the multiple elements, some felt that the logo was too large and busy.
- ▶ There were a few other negative comments including: not liking the color scheme or thinking it needed adjustments, not liking the font and lowercase letters, and not reacting well to how “bewell” looks like one word and may be difficult to read.
- ▶ Spanish-speaking moms suggested that the runner should include more people or a family to better align with their preference for group activities. In addition, several found the phrase “bewell” confusing.

Conclusion: This logo most clearly and fully explains to the target audience what the organization behind the logo is about – healthy eating and physical activity. Importantly, this logo received the highest ratings on *Makes me think I can be more healthy/be more active*, and *Tells me what they do*.

bewell.arizona

Positive Comments:

- ▶ *I loved it. It was my favorite. I like the fruit and the running man. It's a sign for Arizona to get healthy and do physical activity.*
- ▶ *I like the orange, because Arizona is known for citrus.*
- ▶ *I like that it's self-explanatory.*
- ▶ *With "bewell," you can associate that with wellness, like healthy.*
- ▶ *I really like the orange because that represents Arizona, and it's a healthy fruit. It is very clear that it's going to be about health and your well-being. It represents exercise and eating healthy. It's a little busy, but it is still catchy.*

Negative Comments:

- ▶ *The running guy threw me off a little bit.*
- ▶ *It didn't feel proportionate.*
- ▶ *We wouldn't read it all because too much is going on.*
- ▶ *I didn't like the lowercase font.*
- ▶ *I didn't understand the orange.*

bewell.arizona

Average Rating <i>(10-point scale, 10="Loved it")</i>	Likes	Dislikes	Message
<p><u>English:</u> Phoenix: 7.8 Flagstaff: 6.7 Tucson: 7.2</p> <p><u>Spanish:</u> Phoenix: 7.7 Tucson: 7.8</p>	<ul style="list-style-type: none"> • The colors (several) • The running figure (several) • The orange as the “o” (several) • Referencing both food and physical activity • It shows it wants Arizona to be healthy • The slogan • It’s personalized to my area • Simple and creative • Font • Including Arizona in the name • Not ‘pushy’ • Positive message • Reference to health • It has movement • Good intentions • Easy to read • It’s self-explanatory 	<ul style="list-style-type: none"> • Font – lowercase letters (several) • The running figure (several) • The orange as the “o” (several) • The colors (several) • Implies you aren’t well or aren’t making good choices • Only focuses on Arizona • Not appealing • The running man blends in with the words • Looks unbalanced and busy • Large • Wouldn’t grab my attention/not exciting • The wording/spacing of words 	<ul style="list-style-type: none"> • They want Arizona families to be well and healthier (several) • You need to exercise and eat healthy to be well (several) • Be fit, stay healthy and active (several) • You need to change your current lifestyle to be healthy • We need to take care of ourselves so we can be healthy people all around • Motivating people to make healthy choices • Getting stronger to make healthy families • Promoting active families • Health is important • Invitation to start taking action being “healthy” • Your children’s/family’s health is very important with better nutrition

bewell.arizona

		Average Rating (5-point scale, 5="Strongly Agree")		
		<i>Phx</i>	<i>Flag</i>	<i>Tuc</i>
E N G L I S H	Would get my attention	3.89	3.44	3.71
	Taught me something new	2.94	2.56	3.00
	Makes me think I can be more healthy, be more active, etc.	3.94	3.56	4.00
	Applies to me	3.72	3.44	3.59
	Tells me what they do	3.50	3.00	3.53
	Makes me want to learn more about this resource	3.83	3.25	3.94
S P A N I S H	Would get my attention	4.54	NA	3.80
	Taught me something new	4.00		3.44
	Makes me think I can be more healthy, be more active, etc.	4.40		4.00
	Applies to me	4.09		4.10
	Tells me what they do	4.18		4.20
	Makes me want to learn more about this resource	4.40		4.40

Ranking: #2 – AZ Health Zone



AZ Health Zone
GOOD HEALTH STARTS HERE.

AZ Health Zone

- ▶ **AZ Health Zone** came in second among English-speakers and first among Spanish-speakers when comparing ratings of how much moms “liked” the concepts. The most often mentioned positive responses for *AZ Health Zone* included it was a clear and simple logo and made sense to them. Moms liked the fruit and target together, and knew they would gain information on healthy living from this website. Along with this, many also liked the wording on the logo “good health starts here.” They felt it was easy to understand and clever. Several mentioned they would click on it if they saw it online.
- ▶ Although many thought *AZ Health Zone* was a clear logo, others were confused by it and didn’t understand what they were looking at. Several said it reminded them of the Target store logo, or that it belongs to some other business, like a hospital. Because of this, some women felt a disconnect between the logo and the message it was trying to convey.
- ▶ Another frequently mentioned criticism of *AZ Health Zone* was that the logo was too plain and boring and would not stand out to them. Still others disliked the color of the logo saying it was hard to see and read. However, some said they would like it better if it was a different color, a deeper green, for example.

AZ Health Zone

Conclusion: *AZ Health Zone* had issues with being too plain, being difficult to read because of the bright yellow/green color and looking very similar to the Target store logo. However, the words included in the logo (“good health starts here”) helped clear up some of the confusion. A brighter color – one that provides more contrast against a white background – would add to the appeal of this logo.

AZ Health Zone

Positive Comments:

- ▶ *If it was on a computer, it would make me want to click it.*
- ▶ *It stands out and is simple.*
- ▶ *The name makes you think you'll find information about being healthy.*
- ▶ *The target makes sense because of the "zone."*
- ▶ *I like the "good health starts here."*
- ▶ *It sends a clear message.*
- ▶ *I thought of a green apple with a target, so I thought making eating healthy the target of staying healthy.*
- ▶ *I would like it way better if it was a different color so you could read that last line.*

Negative Comments:

- ▶ *I didn't like the color green, it was hard to see, including the tagline.*
- ▶ *It was boring to me. The colors and the font for AZ Health Zone are boring, so I just didn't like it. It didn't pop out at all to me and wasn't appealing.*
- ▶ *It looks like a green Target, so I thought that Target was putting on a healthy thing, like it was part of Target going green maybe. If you didn't have those words, I would think Target was going green.*
- ▶ *When I think of zone, I think of a kid's zone, so health zone makes you wonder what kind of health zone are we talking about. Having the green leaf may help, but I feel like it should have a different logo, and with that name it might be a little bit more clear than Target going green, but then it's health zone, so it was all just so confusing.*

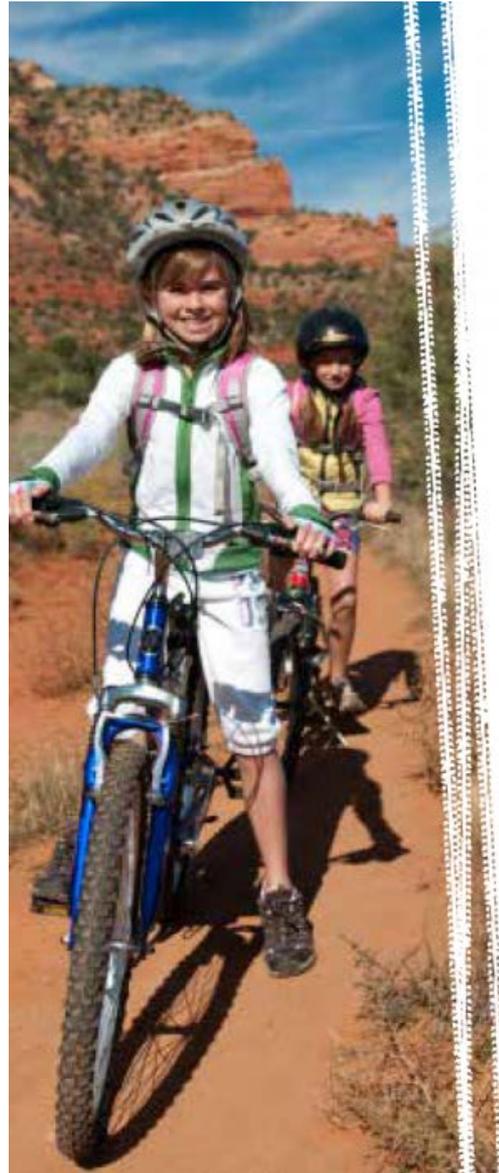
AZ Health Zone

Average Rating <i>(10-point scale, 10="Loved it")</i>	Likes	Dislikes	Message
<p>English: Phoenix: 6.6 Flagstaff: 5.7 Tucson: 6.1</p> <p>Spanish: Phoenix: 8.7 Tucson: 8.7</p>	<ul style="list-style-type: none"> • The words/tagline (several) • It's simple and clean (several) • The colors (several) • The image represents the words (several) • Not pushy • That it focuses on health and wellness for kids and adults • Sends a good message • The target makes sense • The target/apple combo • Very direct, clear • Bold font • It's about health • Short but meaningful • Makes me want to learn more 	<ul style="list-style-type: none"> • Color – too bright/hard to read (several) • Logo looks like the store Target (several) • It's plain, simple (several) • Doesn't relate to healthcare • What kind of fruit is it? • Too busy • Not clear if it's a company or program • The target part of the logo • Wording is boring • "Zone" sounds like a private area • Font/lettering • The logo doesn't give me ideas about the organization 	<ul style="list-style-type: none"> • View the website to get info on being healthy/improving your health (several) • To be healthy and eat healthy (several) • Good health is important (several) • Good health is more than one thing • Focusing on Arizona • Arizona is a health zone/healthy state • They will help us reach our targeted goals about health • Health zone targets good health in AZ • You hit the right spot if you want to start living healthy • Get healthy for Arizona • To get help into a healthy zone/to a healthy target • To make fruits the target of health

AZ Health Zone

		Average Rating (5-point scale, 5="Strongly Agree")		
		<i>Phx</i>	<i>Flag</i>	<i>Tuc</i>
ENGLISH	Would get my attention	3.71	3.78	3.50
	Taught me something new	2.94	2.67	2.44
	Makes me think I can be more healthy, be more active, etc.	3.47	3.28	3.47
	Applies to me	3.19	2.75	3.19
	Tells me what they do	3.41	2.56	2.88
	Makes me want to learn more about this resource	3.88	3.67	3.44
SPANISH	Would get my attention	4.54	NA	4.20
	Taught me something new	3.90		3.60
	Makes me think I can be more healthy, be more active, etc.	4.00		4.70
	Applies to me	3.90		4.00
	Tells me what they do	3.81		4.10
	Makes me want to learn more about this resource	4.27		4.80

Ranking: #3 – Reshape Arizona



A HOPEFUL
FUTURE
BEGINS WITH
**HEALTHY,
ACTIVE
FAMILIES.**

Reshape Arizona is working with families across the state to help improve nutrition and exercise. Because a promising future for our state begins with strong, healthy families.



Tomorrow takes shape at reshapearizona.com.

Reshape Arizona

- ▶ **Reshape Arizona** was the least favorite of all three logo concepts. While the majority of the comments from the groups were negative, there were many women who had both positive and negative comments about *Reshape Arizona*. For example, they liked the colors, but not the logo itself, or they might have liked the logo, but did not think it related well to the intended message.
- ▶ The most liked attribute of *Reshape Arizona* was that it was a simple, clear and clean design. Moms felt it was easy to digest and was not cluttered. Some of the women also liked the message itself. They liked the idea of “reshape” to represent restarting or changing the way you look.
- ▶ Additionally, the women liked the use of the creative “a” in the logo, and the blue and green colors. Lastly, a few women thought the logo was catchy and said it would get their attention, while a couple of others said that it seems to represent recycling, which they also see as a healthy concept.

Reshape Arizona

- ▶ The majority of the women disliked how *Reshape Arizona* reminded them of recycling, as that is different from eating healthy and staying active. They felt this way because the colors (blue and green) and the arrow in the “a” are similar to the recycling logo. Along with this, a lot of the women were confused about what the message was supposed to be for *Reshape Arizona*, as it reminded them of recycling and not healthy living.
- ▶ Others didn’t like the word “reshape” and felt it could have a negative connotation with the target audience, especially for young women. They said it may make them feel they need to reshape their bodies and could stand for plastic surgery instead of exercising. Lastly, some felt that the logo was too plain and boring, and didn’t like the colors or the creative “a.”

Conclusion: Reshape Arizona reminds the target audience too much of recycling and doesn’t relay the message of eating healthy and exercising. The logo itself is clear and clean, but was also seen as boring or plain. Also, the word “reshape” can have a negative connotation, especially as it relates to being healthy and someone’s body shape.

Reshape Arizona

Positive Comments:

- ▶ *It's just simple and easy to digest.*
- ▶ *It's clear, I like the color, it's professional. It says what it is trying to do and to the point.*
- ▶ *I like the creative "a."*
- ▶ *I thought it was a clever way to use an "A" for Arizona and then the reshape part, kind of like the recycle thing, and it's also very clean and simple.*
- ▶ *It is very simple and it says "reshape," so it's like restarting with the "A" and the arrow. I always want to start eating good and being healthier and I will start to run or be more active, so that's telling you to restart.*

Negative Comments:

- ▶ *It looked like recycling.*
- ▶ *I think it could be offending to some people because it's circular and round, so someone may think, what are you trying to say that I'm fat and overweight?*
- ▶ *It says to me that I'm out of shape and that I need to reshape.*
- ▶ *Reshape could be a negative connotation.*
- ▶ *It's very vague. If this logo is all you see on a billboard then I'm not going to have any idea what they are talking about or any interest in it.*
- ▶ *The colors made me think recycling with the green and blue.*
- ▶ *It seems too critical of Arizona.*

Reshape Arizona

Average Rating <i>(10-point scale, 10="Loved it")</i>	Likes	Dislikes	Message
<p>English: Phoenix: 5.4 Flagstaff: 6.9 Tucson: 4.8</p> <p>Spanish: Phoenix: 6.7 Tucson: 7.4</p>	<ul style="list-style-type: none"> • The colors (several) • The creative "A" (several) • The words/title (several) • The font (several) • It's simple (several) • Broad application • Implies group effort for community • It's bold/stands out • Makes me think about getting back in shape • Symbolizes redoing something or a new start • Promotes healthy, active families • Indicates getting back to a beginning 	<ul style="list-style-type: none"> • Reminds them of recycling (several) • The word "reshape", it can be negative (several) • The creative "A" (several) • Plain, bland, doesn't stand out (several) • Unclear on what it means, reshape what? (several) • Message is unclear • The logo doesn't represent the message • Implies that AZ needs a lot of work – negative • The font – all lowercase • Very little details • The colors 	<ul style="list-style-type: none"> • To help families in Arizona become healthy and "reshape" their lives (several) • That AZ needs help, getting back into shape (several) • AZ needs to recycle (several) • Get in shape, be active, eat healthy (several) • Help you to be healthy (several) • Keep AZ clean • They want the entire state to work together to live better • A bright future depends on healthy living from the start • Go green, be healthy • You need to change your shape/size • Change the direction you are going and reshape yourself • To be healthy, we need to rethink our diet and exercise

Reshape Arizona

		Average Rating (5-point scale, 5="Strongly Agree")		
		<i>Phx</i>	<i>Flag</i>	<i>Tuc</i>
E N G L I S H	Would get my attention	2.84	3.44	2.89
	Taught me something new	2.42	2.67	2.22
	Makes me think I can be more healthy, be more active, etc.	2.86	3.67	2.56
	Applies to me	3.21	3.44	2.56
	Tells me what they do	2.63	3.00	2.33
	Makes me want to learn more about this resource	2.89	3.50	2.83
S P A N I S H	Would get my attention	3.54	NA	4.80
	Taught me something new	3.12		4.00
	Makes me think I can be more healthy, be more active, etc.	3.72		4.66
	Applies to me	3.30		4.30
	Tells me what they do	3.40		4.50
	Makes me want to learn more about this resource	3.90		4.40

Eating and Physical Activity



Eating and Physical Activity

Moms were asked to rate how healthy they and their family's lifestyles were using a 1-10 scale (1 = Not at all healthy, 10 = Extremely healthy), based on two categories: eating and physical activity. These responses were then gathered and read off to see, on average, how healthy these women and their family lifestyles currently are.

Average: English-Speaking

Healthy Eating: 6.07

Physical Activity: 6.06

Average: Spanish-Speaking (On 5-point scale)

Healthy Eating: 3.0

Physical Activity: 2.75

Eating and Physical Activity

After the exercise, the women were asked what would help them get to a “10” for both categories. With regard to eating healthy food, a few reasons rose to the top:

#1-Time. Moms explained that – with all of the things they have to do - it’s hard to make time for making healthy dinners. Buying meals out is easier and takes less time than planning and cooking a meal. In addition, many moms mentioned that dinner time is a particularly crazy time of day, with kids hungry, bored, and tired, adults coming from and going to work, and meal prep.

#2-Education and help with meal planning. With additional “how to” tips on meal planning and preparing quick, easy, cheap and healthy dinners, moms would be more successful in their goal of serving healthier family meals.

#3-Cost. Healthy foods tend to cost more than less healthy foods at grocery stores, which makes it easier to choose the less healthy options. Also, joining gyms and taking exercise classes are costly and prevent moms from going this route.

In addition to this, some women explained that it would be easier to maintain a healthy lifestyle if they didn’t have to work around their kids’ *limitations*. This includes kids with allergies, picky eaters, and kids who need more fun from their food and exercise.

Eating and Physical Activity

Participant Comments:

- ▶ *I think time is a big thing in our family. My husband and I work opposite shifts, so he takes care of the little ones in the morning and I come home and make dinner. I am also a student, so I work full time and am a full time student, so there is that time crunch, so whatever is fast to make I do it.*
- ▶ *Mine is more just meal planning. I feel like especially for just eating, it's finding something that is healthy and taking the time to go grocery shopping and figuring out exactly what we need is just so time consuming. . .*
- ▶ *I think better planning around meals. I think breakfast and lunch could be good, but when it comes to dinner time, I don't know about anybody else, but it's like the worst time of the day trying to figure out dinner. I would love to cook vegetables and a lentil or legume and spend the time flavoring it and adding all these ingredients while the kids are screaming at me, but I end up putting something together as quickly as possible that I know they will like and I know they will eat and then let's get dinner done and on to the next thing.*
- ▶ *The food that is bad for you is honestly cheaper. You can go buy the fruits and vegetables that are all fresh, but that doesn't last long so you have to eat it fast. Eating pasta is cheaper, but it's not that good for you.*
- ▶ *As far as food goes, it's cost. Healthier items always cost more. I can buy my kids 97% iron kids white bread instead of a \$3.00 loaf of whole grain bread, and especially when I'm feeding two boys that go through bread every two days, that adds up.*

Eating and Physical Activity

In addition to time, moms were most likely to need motivation and discipline for them to get the recommended amount of exercise or physical activity. Several also mentioned needing more ideas for physical activities as a family that are free and indoors during the hot summers, explaining that the cost of joining a gym or the “Y” can be prohibitive. Still others talked about the safety of letting their kids go to parks or other places by themselves, the lack of PE at school, and kids wanting to play video games instead of playing outside, as reasons for a lack of physical activity among kids.

Participant Comments:

- ▶ *There's not a whole lot of places that offer free water pads, living in the desert.*
- ▶ *Cost. When you go to the gym here it's expensive.*
- ▶ *. . . for me to get that much physical activity and then to give them that much physical activity on top of during the school year and them being in school, one of my kids plays football and one plays soccer, it's like with all the extracurricular activities and everything else they do, how much more can you pack into a day . . .*
- ▶ *Time management. For physical activity, actually setting a time where you would be able to take them to the park and do it as a family altogether.*
- ▶ *I would say it's a time issue for me, too, and then definitely discipline.*
- ▶ *It's really hard to get the attention of that age because they are into video games and technology, so when you tell a kid let's go work out or do something healthy they don't want to.*

Potential Website Offerings



Potential Website Offerings

Each group was asked what they would like to see on an *ideal* website for the brand they are evaluating. There were a few top responses from the women, the first being offering healthy recipes online and help with meal planning. The women also would like to see information on local activities they can go to with their kids that are not costly and get them all moving as a family. This is important in Arizona as many moms can't find indoor activities during the hot summers. Also, the groups would like to see short videos on this website, whether it's recipes, exercises, or even cooking classes.

Some less frequently mentioned responses included offering education information about food and health, providing coupons for healthy ingredients or alerting them when healthy ingredients are on sale. Also, they would like to see some sort of interactive program on the website that records their progress and can help motivate them with new challenges.

A few women would like to have some sort of online community group among moms that is local and has information for their specific area. Lastly, they would like a website that's easy to use, organized and possibly has an app to download for quicker access.

Potential Website Offerings

Participant Comments:

- ▶ *Recipes with things that most people would already have in their cupboards.*
- ▶ *Recipes or snacks for kids, especially for picky kids.*
- ▶ *More ideas for indoor activities.*
- ▶ *Hiking trails, places you can go with your kids, etc.*
- ▶ *Information on sale items at grocery stores.*
- ▶ *I think meal planning is good too because I work, so some days I will stop at Burger King or McDonalds, but it would probably be better to have meal planning available so that I don't have to stop at these places, something that is easy that I can just microwave and it's ready to eat.*
- ▶ *I would expect to find videos on how to cook a healthy meal or for example when she said time, it would be a video that would show you that you don't need a gym to get fit and to get muscle, and there are so many websites out there that do offer those kinds of things, but you can grab two cans of beans and you can do some kind of exercise.*
- ▶ *. . . so just free events that may get your kids active . . .*
- ▶ *There are certain foods that do certain things to your body, and not a lot of people know that, so it would be nice to have on the website some of this information, like say ginger is really good for such and such, so you can create that into your eating habits. You might not like it, but if you know it's going to help make you feel better and that it's good for your health or your vision, then you might want to double think about not wanting to eat it.*

Appendix



Screening Questionnaire

**OH for Arizona Nutrition Network
State & Local Messaging - External Research - Participant Screener
June 2, 2017**

CRITERIA: Moms, ages 18 to 49, with children 2 to 11
Low Income (185% FPL, SNAP eligible (based on # in HH plus income)
Language spoken per group criteria

GROUPS: June 19 through June 26
Recruit 12 per group for 9 11 to show

City	Date	Location	Times
Phoenix	June 26	WestGroup Research 3033 N. 44 th St., Ste. 150	10:00 Noon 2:00 (Spanish)
Tucson	June 21	FMR Research 6045 East Grant Road	10:00 (Spanish) Noon 2:00
Flagstaff	June 19	2650 S. Beulah Blvd. Flagstaff, AZ 86001	10:00

REFRESH: Healthy snacks or lunch

INCENTIVE: \$100

Hello, my name is _____, calling from WestGroup Research in Phoenix. We are conducting a brief research study with moms like you about topics that are important to you and your children. I just have a few questions.

Would you prefer to complete the survey in English or Spanish?

English Spanish

1. Are you . . . ?
 - 18 to 25
 - 26 to 35
 - 36 to 45
 - 46 to 49
 - over 49 (THANK & TERMINATE)

2. How many children of your own live in your household who are . . . ?
 - Under 2 years old
 - 2 to 11 years
 - 12 to 18 years
 - Over 18 years
 - Do not have children living in household
 - Prefer not to answer

Screening Questionnaire

3. When was the last time you participated in a focus group discussion?

Past 2 Years → THANK AND TERMINATE

3 or more years ago → CONTINUE

Never → CONTINUE

4. Including yourself, how many people live in your household?

2

3

4

5

6 or more

5. What is your total household income before taxes? You can give that to me as a weekly income, two week income, monthly or yearly income. **Must be below these \$\$ to continue with screener.**

# in Household	Weekly Income	Biweekly Income	Monthly Income	Yearly Income
2	\$ 578	\$1,156	\$2,504	\$30,044
3	\$ 727	\$1,453	\$3,149	\$37,777
4	\$ 876	\$1,751	\$3,793	\$45,510
5	\$1,024	\$2,048	\$4,437	\$53,243
6	\$1,173	\$2,346	\$5,082	\$60,976
7	\$1,322	\$2,643	\$5,726	\$68,709
8	\$1,471	\$2,941	\$6,371	\$76,442

6. Do you or does anyone in your family participate in any food assistance programs?

1 Yes CONTINUE

2 No CONTINUE

7. Which ones?

1 CSFP

2 SNAP/Food Stamps

3 WIC

4 Summer Food Program

5 School Lunch/School Breakfast

6 FDIPIR

7 Other

8. Do you consider yourself to be:

1. Hispanic 2. Non-Hispanic 3. Refused

9. And, what is your race? (check all that apply):

1. American Indian/Alaskan Native/Native American

2. Asian

3. Black or African American

4. Native Hawaiian or Other Pacific Islander

5. White

6. DK/Refused

(if qualify based on previous questions)

Screening Questionnaire

We would like to invite you to participate in a focus group discussion about various topics important to you and your children. A focus group is simply a small group discussion with 8 to 10 moms like you. We are only interested in your opinions...at no time will you be asked to purchase anything. Most people find these discussions fun!

The group will be held on _____ at _____ and will last approximately two hours. We will give you \$100 as a thank you for your time and opinions. The group will be held at:

- (Phoenix) WestGroup Research, 3033 N 44th Street, Suite 150
- (Tucson) FMR Research, 6045 East Grant Road
- (Flagstaff) Marriott Courtyard, 2650 S. Beulah Blvd. Flagstaff, AZ 86001

Will you be able to attend?

1. Yes
2. No

Great! I just need to confirm the exact spelling of your name and get some other information. We will send you a confirmation letter or email (whichever you prefer) with the address and directions to the group. We will also call to remind you of the group a day or two beforehand.

Name

Phone

Address

Email

Please do not bring any children or other family members to the group. This is for your participation only.

Moderator's Guide

AzNN
Messaging Focus Group Discussion Guide
Final Date: June 16, 2017

~~Thank you for coping today.~~ My name is Wendy Godfrey/Michele Valdovinos. I'll be your moderator for today's group discussion. We'll be here for about 1 ½ - 2 hours, discussing topics that are important to you and your family.

We're here today to get your opinions and reactions to some ideas. Throughout the discussion, please keep in mind, there are no right or wrong answers, just opinions. Feel free to make any positive or negative comments about any of the things we'll be discussing today. Let me emphasize that it makes no difference to me whether you love what you're going to hear and see or if you don't like it at all. What does make a difference is that you voice your opinions and be honest about your feelings. Also, because we are talking about your opinions and experiences, it is not necessary for everyone to agree with each other. It is helpful for us to find out different opinions that people have as well as where they agree with each other, so please feel free to tell me whatever you're thinking and feeling, even if it's different from what others in the room are saying.

There are some ground rules and points of information I'd like to go over with you.

- Try to remember to speak one at a time so everyone can be heard.
- We would like to hear from everyone, so if you tend to talk a lot, take a breather now and then and let others give their opinions. If you tend to be quiet, speak up. We want your opinions too!
- We are recording the session. This is so I can go back and review the recordings and I don't have to take notes during the group. Your personal information is confidential and will not be passed along to anyone.

Self-Introductions - 0:05 – 0:10

- First name
- How many children do you have? How old are they?
- Tell us something your child (one of your children) does that makes you smile.

Healthy Lifestyles - 0:10 – 0:30

1. Using a 0 to 10 scale, with 0 meaning "Not at all healthy" and 10 meaning "Extremely healthy" how would you describe your family's lifestyle? And, because everyone has a different idea of what a *healthy lifestyle* means, we're going to use the following definition:

Moderator's Guide

Eating: you eat mostly whole grains, fruits, vegetables and fat-free or low-fat dairy products. In addition, you eat primarily lean meats such as chicken and turkey, along with legumes (e.g., beans, peas, lentils), eggs and healthy nuts. You limit your portion sizes.

Physical Activity: You include muscle strengthening exercises, such as weight lifting, some yoga positions, push-ups, sit-ups, or elastic bands, along with aerobic exercise, such as walking, running, bicycling, vacuuming, gardening, or dancing. The guidelines suggest completing 150 minutes of exercise a week plus two or more days of muscle-strengthening activities.

Please be honest! I'm going to collect the responses, shuffle them up, and write the numbers on the flip chart. No one will know what number you wrote down.

Get separate ratings for "Eating" and "Physical Activity."

What are some things that might help you get to a 10?

PROBES:

If not mentioned . . .

- What tools would help you live a healthier lifestyle?
- More information . . . classes, written material, support groups
- Cheaper prices for fruits and veggies
- Better tasting food
- More time!

Concept Evaluation – 0:30 – 1:30

2. I'm going to show you 3 creative concepts or ideas. These are just ideas at this point, and they are rough, as you can see. They haven't been made into advertising, banners, posters, anything yet. Before we do that, we want to get your opinions about each of them. As I go through each of these, please keep in mind that these are designed with you (moMs) in mind. After we read through these, please fill out this brief survey. Remember to evaluate the idea, not the specifics like the color, type styles, quality of the drawings, etc. (ROTATE CONCEPTS)

Complete for each concept prior to discussion.

PROJECT ON SCREEN / READ HANDOUTS TOGETHER

Moderator's Guide

Concept # (1,2,3): _____

- On a scale of 1 to 10, where "1" means you didn't like it at all and "10" means you loved it, how would you rate this idea/concept?

Did not like at all! Loved it!

1 2 3 4 5 6 7 8 9 10

- What do you like best?
- What don't you like?
- Is there anything confusing or hard to understand?
- What do you think the people who created this concept are trying to say? What message do they want you to get from it?

Please circle the number that best describes your opinion. This idea or concept...

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
... would get my attention	1	2	3	4	5
... taught me something new	1	2	3	4	5
... makes me think I can be more healthy, get my family more healthy, be more active	1	2	3	4	5
... applies to me	1	2	3	4	5
... tells me what they do	1	2	3	4	5
... makes me want to learn more about this resource	1	2	3	4	5

Moderator's Guide

REPEAT FOR EACH CONCEPT / RANK IN ORDER OF PREFERENCE

Discuss concept rating questionnaires.

3. How does each of these concepts match up with helping you get to a "10" on the healthy lifestyle scale? Why do you think that?
4. If you were in charge, which idea or approach would you pick?
 - Why is it better than the others?
 - Which idea is in second place? Why?
 - Which one don't you like at all? What about it bothers you?
5. Do you think there is a better way to encourage families to live a healthier life?

Ideal Resource – 1:30 – 1:50

U.Care

If you could design the "ideal" group, what tools, information, ~~resources~~ would they provide?

For discussion if not mentioned

- Diet- and exercise-tracking apps
- Free nutritional and wellness counseling
- Cooking classes
- Exercise classes
- Support groups
- Tips on how to fit healthy habits into your everyday routines
- Links to other resources / be a clearing house for all things related to a healthy lifestyle
- Ideas on ways to make living healthy easy
- Goal setting tips / trackers
- Advise, support, coaching
- Ways to celebrate successes!

Summary & Close - 1:50