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APPENDIX A

5 A DAY FOR BETTER HEALTH PROGRAM SURVEY

SURVEY FOR THE NATIONAL

5 A DAY FOR BETTER HEALTH PROGRAM

Version 3.0

SCREENER

[SINTRO_1] Hello, my name is {INTERVIEWER} and I'm calling on behalf of the National Cancer Institute. We are conducting a national survey about food and health.

SFONEUSE

RESIDENTIAL

Are you a member of this household and at least 18 years old?

- YES 1
- NO 2 (S3A)
- PROBABLE BUSINESS 3
- ANSWERING MACHINE AM (READMSG)
- RETRY AUTODIALER RT (AUTODIALER)
- NONWORKING, DISCONNECTED, CHANGED
- GO TO RESULT GT (RESULT)

BUSINESS

Is this phone number used for...

- Home use..... 4 (S5)
- Home and business use, or 5 (S5)
- Business use only? 6 (THANK01)
- GO TO RESULT..... GT (RESULT)
- NW (RESULT)

[HOME USE EXCLUDES PHONES IN DORMITORIES, NURSING HOMES, VACATION HOMES, AND ANY LIVING QUARTERS WITH 9 OR MORE UNRELATED ROOMMATES.]

[S3A] May I please speak with a household member who is at least 18 years old?

SRAVAIL

- AVAILABLE 1 (S4)
- NOT AVAILABLE 2 (RESULT)
- THERE ARE NONE 3 (S30V)
- GO TO RESULT GT (RESULT)

[HOUSEHOLD (HH) MEMBERS INCLUDE PEOPLE WHO THINK OF THIS HH AS THEIR PRIMARY PLACE OF RESIDENCE. IT INCLUDES PERSONS WHO USUALLY STAY IN THE HH BUT ARE TEMPORARILY AWAY ON BUSINESS, VACATION, OR IN A HOSPITAL. DO NOT INCLUDE STUDENTS WHO ARE LIVING AWAY AT SCHOOL IN A DORM, SORORITY OR FRATERNITY HOUSE.]

[S3OV] [IF RESPONDENT IS A CHILD, ASK FOR AN OLDER HOUSEHOLD MEMBER]

CODE NH)

- NO ONE LIVING IN HH IS 18 OR OLDER 1 (CLOSE1.
- THERE ARE HH MEMBERS 18 OR OLDER 2 (S3A)
- GO TO RESULT GT (RESULT)

[S4] Hello, my name is {INTERVIEWER} and I'm calling on behalf of the National Cancer Institute. We are conducting a national survey about food and health.

SRELIG2

Are you a member of this household and at least 18 years old?

- YES 1
- NO 2 (S3A)
- GO TO RESULT GT (RESULT)

[S5] To choose one member of your household to interview, I need to know how many people 18 years of age or over, including yourself, are currently living in your household.

STOTHH

PEOPLE IN HOUSEHOLD
GO TO RESULTGT

**IF S5=0, SKIP TO CLOSE1, CODE CASE NH.
IF HIGH MINORITY STRATUM, PROCEED WITH S5A.
ELSE SKIP TO GETNAME.**

[S5A] Of the {number in S5} members of your household 18 years of age or over, how many are black or hispanic?

MTOTHH

PEOPLE IN HOUSEHOLD
GO TO RESULTGT

**IF S5A > 0, CONTINUE WITH GETNAME.
IF S5A = 0, CHECK SUBSAMPLING FLAG. SMPFLG
IF SUBSAMPLING FLAG IS SET TO 1, CONTINUE
WITH GETNAME.
ELSE SKIP TO CLOSE1, CODE CASE IS.**

[GETNAME] May I have the first name of the household member 18 or older who has had the most recent birthday?

[PROBE: We need some way to ask for this person should we need to call back.]

[IF FIRST NAME REFUSED, ASK FOR INITIALS, RELATIONSHIP, OR OTHER IDENTIFYING INFORMATION.]

[IF R DOES NOT KNOW WHO HAS HAD THE MOST RECENT BIRTHDAY, ENTER CTRL/E AND CODE AS "REFUSAL."]

SCRESP

FIRST NAME: _____ [X BY RESP]
()

IF NAME REFUSED, SKIP TO S5B.

[NAMEVER] Let me verify that {(NAME)is/you are} at least 18 years old. Is this correct?

YES..... 1
NO..... 2 (BACK TO

GETNAME)

LOOP THROUGH GETNAME & NAMEVER TWICE ONLY. AFTER 2ND LOOP, DISPLAY MSG TO CODE CASE AS "REFUSAL."

[S5B] Is {(NAME)/this person} male or female?/ASK IF NOT OBVIOUS, Are you male or female?

SEX

- MALE 1
- FEMALE 2
- REFUSED.....-7
- DON'T KNOW.....-8

[S5C] And what is {his/her/your} age?

AGE

- AGE [][]
- REFUSED.....-7
- DON'T KNOW.....-8

[S5D] What race or ethnic group do you consider yourself?

ETHNIC, ETHNICOS

[PROBE IF NECESSARY: Are you White, Black, Asian, Hispanic, Native American, or some other race?]

If R says "white" or "black", PROBE: Are you of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?]

- WHITE, NOT HISPANIC 1
- BLACK, NOT HISPANIC 2
- HISPANIC 3
- ASIAN OR PACIFIC ISLANDER..... 4
- NATIVE AMERICAN OR ALASKAN NATIVE..... 5
- OTHER (SPECIFY) _____ 91
- REFUSED.....-7
- DON'T KNOW.....-8

[S15AD] Are there any telephone numbers in your household in addition to {TELEPHONE NUMBER}?

SADDPHON

- YES..... 1
- NO 2 [BOX AFTER CLOSE1]
- NOT MY NUMBER..... 91 [COLLECT PHONE NUMBER]

[S16] Is this/Are these additional number(s) for ...

SADDUSE

- Home use, 1
- Business and home use, or 2
- Business use only? 3

GO TO BOX AFTER CLOSE1.

CLOSE1

These are all the questions we have to ask at this time. Thank you very much for your cooperation. Your assistance has been very helpful.

IF SCREENER RESPONDENT IS NOT MAIN INTERVIEW RESPONDENT, READ INTRO1.

INTRO1:

May I please speak to {NAME/AGE/SEX}?

Hello, my name is {INTERVIEWER NAME}. I am calling on behalf of the National Cancer Institute. We are conducting a national survey about food and health.

[IF NEEDED: This is purely a scientific survey, we are not trying to sell anything or conduct any sort of business with you.]

NOTIFICATION TO RESPONDENT OF ESTIMATED BURDEN

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathered and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH Project Clearance Office, 6701 Rockledge Drive, MSC 7730, Bethesda, MD 20892-7730, ATTN: PRA (0925-xxxx). Do not return the completed form to this address.

HEALTH STATUS

HS1. This survey is authorized under the Public Health Service Act. Before we begin, I would like to assure you that your participation is strictly voluntary, and there will be no consequences should you choose not to participate or not to answer a particular question. The information you provide will be kept confidential and will not be disclosed to anyone but the researchers conducting this study, except as otherwise required by law.

First, compared to other people your age, would you say your health in general is ...

GENLHLTH

Excellent,.....	1
Very good,.....	2
Good,.....	3
Fair, or	4
Poor?.....	5
REFUSED	-7
DON'T KNOW	-8

HS3. Has a doctor ever told you that you have any of the following conditions ...

DIABETES, HIGHBP, HDIS, CANC, HIGHCHOL, FOODALGY

	<u>YES</u>	<u>NO</u>	<u>REF</u>	<u>DK</u>
a. Diabetes?.....	1	2	-7	-8
b. High Blood Pressure?.....	1	2	-7	-8
c. Heart Disease?.....	1	2	-7	-8
d. Cancer?.....	1	2	-7	-8
e. High Blood Cholesterol?.....	1	2	-7	-8
f. Food Allergies?.....	1	2	-7	-8

FRUITS AND VEGETABLES

FV1A-E. Now I'd like to ask you about what you usually eat and drink. During the past year or so, how many times per day, week, or month did you usually have ...
FRJNUM, FRJUNIT, SALDNUM, SALDUNIT, FRISNUM, FRISUNIT, POTNUM, POTUNIT,

[IF R DOES NOT EAT FOOD, ENTER 0 IN NUMBER.]

[IF R SAYS, "It varies." **PROBE:** On average, how often do you have it throughout the year?]

[IF R SAYS, "Every day." **PROBE:** How many times a day?]

[HI-C IS A FRUIT DRINK, NOT A FRUIT JUICE.]

	<u>NUMBER</u>	<u>UNIT</u>	<u>REF</u>	<u>DK</u>
a. 100% orange juice or grapefruit juice, either fresh or from concentrate, not including orange or grapefruit drinks?	_ _ _	_	-7	-8
b. Other 100% fruit juices, not counting fruit drinks?	_ _ _	_	-7	-8
c. Green salad [with or without vegetables]?	_ _ _	_	-7	-8
d. French fries or fried potatoes?.....	_ _ _	_	-7	-8
e. Baked, boiled, or mashed potatoes?.....	_ _ _	_	-7	-8
2]	1 DAY		[SR: > a) 7, b) 7, c) 2, d) 2, e)	
	2 WEEK		[SR: > 20]	
	3 MONTH		[SR: > 59]	
	4 YEAR		[SR: > 35, allow 365]	

FV30. Now a question about your overall consumption of vegetables. About how many servings of vegetables, overall, do you eat per day or per week, not counting salad or potatoes?

VEGENUM, VEGEUNIT

[IF R NEVER EATS VEGETABLES, ENTER 0 IN SERVINGS.]

[IF R SAYS, "It varies." **PROBE:** On average, how many servings do you eat throughout the year?]

[IF R SAYS, "Every day" **PROBE:** How many servings a day?]

<u>SERVINGS</u>	<u>UNIT</u>	<u>REF</u>	<u>DK</u>
_ _ _	_	-7	-8
	1 DAY	[SR: > 9]	
	2 WEEK	[SR: > 20]	
	3 MONTH	[SR: > 59]	
	4 YEAR	[SR: > 35, allow 365]	

FV31. About how many servings of fruit do you eat per day or per week, not counting juices?

FRUTNUM, FRUTUNIT

[IF R NEVER EATS FRUIT, ENTER 0 IN SERVINGS.]

[IF R SAYS, "It varies." **PROBE:** On average, how many servings do you eat throughout the year?]

[IF R SAYS, "Every day" **PROBE:** How many servings a day?]

<u>SERVINGS</u>	<u>UNIT</u>	<u>REF</u>	<u>DK</u>
□□□□	□	-7	-8

1 DAY	[SR: > 9]
2 WEEK	[SR: > 20]
3 MONTH	[SR: > 59]
4 YEAR	[SR: > 35, allow 365]

BOX FV14

If R does not eat vegetables (FV30), skip to box FV15.

FV32. When you eat vegetables how often are they cooked in butter, margarine, oil, or lard? Is it ...

VEGECOOK

[DO NOT INCLUDE NON-FAT MAGARINE.]

Always,.....	1
Usually,.....	2
Sometimes,	3
Rarely, or	4
Never?.....	5
REFUSED	-7
DON'T KNOW	-8

FV33. When you eat cooked vegetables how often do you eat them with regular cheese sauce, cream sauce, butter, margarine, or oil added? [IF NECESSARY: Is it always, usually, sometimes, rarely, or never?]

VEGESAUC

[DO NOT INCLUDE NON-FAT MAGARINE.]

ALWAYS	1
USUALLY	2
SOMETIMES	3
RARELY	4
NEVER.....	5
REFUSED	-7
DON'T KNOW	-8

BOX FV15

If R does not eat salads (FV1C), skip to FV36.

FV34. When you eat salads, how often do you use salad dressing?

SALDDRES

- ALWAYS 1
- USUALLY 2
- SOMETIMES 3
- RARELY 4
- NEVER 5 → [SKIP TO FV36]
- REFUSED -7
- DON'T KNOW -8

FV35. What kind of salad dressing do you usually use? Is it ...

DRESTYPE, DRESTYOS

- Low calorie, low fat, or diet, 1
- Regular, 2
- Mayonnaise, or 3
- Some other kind? (SPECIFY) _____ 91
- REFUSED -7
- DON'T KNOW -8

FV36. Over the past year or so how often did you purchase your meals from a restaurant or cafeteria? Would you say always, usually, sometimes, rarely, or never?

FREQCAFE

- ALWAYS [2 OR MORE TIMES PER DAY] 1
- USUALLY [5-13 TIMES PER WEEK] 2
- SOMETIMES [2 TIMES PER MONTH TO 4 TIMES PER WEEK] 3
- RARELY [LESS THAN 2 TIMES PER MONTH] 4
- NEVER 5
- REFUSED -7
- DON'T KNOW -8

FV39. How many servings of fruits and vegetables do you think a person should eat each day for good health?

SERVDAY

[IF R GIVES RANGE, PROBE FOR AN EXACT NUMBER, IF DON'T KNOW, DO NOT PROBE.]

- SERVINGS |__|__| [SR: > 11]
- REFUSED -7
- DON'T KNOW -8

[ONE HALF SERVING = .5]

**FV40. How would you rate your current consumption of fruits and vegetables?
Would you say it is ...**

EATRATE

- | | | | |
|----------------------|----|---|----------------|
| Very high, | 1 | | |
| High, | 2 | | |
| In the middle, | 3 | | |
| Low, or | 4 | } | [SKIP TO FV42] |
| Very low?..... | 5 | | |
| REFUSED..... | -7 | | |
| DON'T KNOW..... | -8 | } | [SKIP TO HB1] |

FV41. For how long have you followed a diet that is high in fruits and vegetables?

DIETNUM, DIETUNIT

[IF R SAYS, "On and off for periods at a time." **PROBE:** "Most recently, how long have you been on this kind of diet?]

[IF ONE WEEK OR LESS, CODE 1 WEEK. IF WHOLE LIFE, CODE SHIFT/5 IN NUMBER.]

<u>TIME</u>	<u>UNIT</u>	<u>REF</u>	<u>DK</u>	<u>WHOLE LIFE</u>
□□□□	□	-7	-8	-5

- 1 DAY
- 2 WEEK
- 3 MONTH
- 4 YEAR

[ONE QUARTER, ONE FOURTH = .25]
 [ONE HALF = .5]
 [THREE QUARTERS, THREE FOURTHS = .75]
 [ONE THIRD = .33]
 [TWO THIRDS = .66]

SKIP TO FV42A.

FV42. Are you currently trying to eat more fruits and vegetables?

MORETRY

- | | | | |
|-----------------|----|---|----------------|
| YES..... | 1 | | |
| NO..... | 2 | } | [SKIP TO FV43] |
| REFUSED..... | -7 | | |
| DON'T KNOW..... | -8 | | |

FV42A. On a scale from zero-to-ten, where 0 means not at all successful and 10 means extremely successful, how successful are you at trying to eat more fruits and vegetables?

MORESUCC

NUMBER: |__|__|

REFUSED..... -7

DON'T KNOW..... -8

BOX FV16 Skip to HB1.
--

FV43. Have you been thinking about changing your diet to eat more fruits and vegetables?

MORETHNK

YES..... 1

NO..... 2

REFUSED..... -7

DON'T KNOW..... -8

} [SKIP TO HB1]

FV44. Do you actually plan to eat more fruits and vegetables over the next 6 months?

MOREPLAN

YES..... 1

NO..... 2

REFUSED..... -7

DON'T KNOW..... -8

} [SKIP TO HB1]

FV45. On a scale from zero-to-ten, where 0 means that you are not at all confident and 10 means that you are totally confident, how confident are you that you will eat more fruits and vegetables during the next 6 months?

MORECONF

NUMBER |__|__|

REFUSED..... -7

DON'T KNOW..... -8

HABITS

HB1. The next questions are about your eating habits. Are you now eating more, the same, or fewer fruits and vegetables than you were a year ago?

YEARAMT

- EATING MORE NOW 1
- EATING ABOUT THE SAME AS A YEAR AGO 2
- EATING FEWER..... 3
- REFUSED -7
- DON'T KNOW -8

BOX HB1
If HB1^=1, SKIP to Box HB2.

HB2. What are the major reasons you are eating more fruits and vegetables now than you were a year ago? [PROBE: Any other reasons?]

DECRCANC, DECRHDIS, EATHLTH, WGTREDU, CHNGLIFE, TASTE, ACCESS, KEEPHEAR,

NOREAS, OTREAS, OTREASOS

[ENTER ALL CODES THAT APPLY. USE CTRL/P TO EXIT.]

- DECREASE RISK OF CANCER 1
- DECREASE RISK OF HEART DISEASE..... 2
- HEALTH/TRYING TO EAT HEALTHIER FOODS..... 3
- WEIGHT REDUCTION 4
- LIFESTYLE CHANGE (GETTING MARRIED, HAVING CHILDREN) 5
- TASTE/THEY TASTE BETTER TO ME NOW..... 6
- AVAILABILITY/BETTER ACCESS/I LIVE CLOSER TO A PRODUCE MARKET 7
- I KEEP HEARING I SHOULD EAT MORE 8
- NO REASON IN PARTICULAR 9
- OTHER (SPECIFY) _____ 91
- REFUSED -7
- DON'T KNOW -8

BOX HB2
If respondent has heart disease (HS3C), skip to BOX HB3.

HB3. On a scale from zero-to-ten where 0 means not at all likely and 10 means very likely, please tell me how likely you feel it is that you will get heart disease?

LIKEHDIS

Number |__|__|

- REFUSED -7
- DON'T KNOW -8

HB4. On a scale from zero-to-ten where 0 means not at all serious and 10 means very serious, how serious do you believe heart disease is?

BADHDIS

Number |__|__|

REFUSED -7

DON'T KNOW -8

BOX HB3
If respondent has cancer (HS3D), skip to HB8.

HB5. On a scale from zero-to-ten where 0 means not at all likely and 10 means very likely, please tell me how likely you feel it is that you will get cancer?

LIKECANC

Number |__|__|

REFUSED -7

DON'T KNOW -8

HB6. How serious do you believe cancer is?

BADCANC

[On a scale from zero-to-ten where 0 means not at all serious and 10 means very serious.]

Number |__|__|

REFUSED -7

DON'T KNOW -8

HB7. Please tell me how likely it is that eating fruits and vegetables could help you prevent cancer?

PVNTCANC

[On a scale from zero-to-ten where 0 means not at all likely and 10 means very likely.]

Number |__|__|

REFUSED -7

DON'T KNOW -8

HB8. On a scale from zero-to-ten where 0 means not at all likely and 10 means very likely, please tell me how likely it is that eating eating fruits and vegetables could help you lose weight or maintain your weight?

LOSEWGT

Number |__|__|

REFUSED -7

DON'T KNOW -8

BOX HB4
If respondent has heart disease (HS3C), skip to HB13.

HB9. How about help you prevent heart disease?

PVNTHDIS

[How likely is it that eating fruits and vegetables could help you do this?]

[On a scale from zero-to-ten where 0 means not at all likely and 10 means very likely.]

Number |__|__|

REFUSED -7

DON'T KNOW -8

HB13. On a scale from zero-to-ten where 0 means not at all sure and 10 means very sure, how sure are you that you can ...

SUREEAT3, SUREJUIC, SURESNAK, SUREAWAY, SUREEAT5

	<u>NUMBER</u>	<u>REF</u>	<u>DK</u>
a. Eat at least 3 servings of fruits and vegetables everyday?	__ __	-7	-8
b. Have 100% juice or fruit in the morning most days?.....	__ __	-7	-8
c. Eat fruits and vegetables for snacks?	__ __	-7	-8
d. Eat fruits and vegetables when eating away from home?.....	__ __	-7	-8
e. Eat at least 5 servings of fruits and vegetables each day?.....	__ __	-7	-8

HB14. On a scale from zero-to-ten where 0 means they do not encourage you at all and 10 means they encourage you a great deal, how much does your family encourage you to eat fruits and vegetables?

FAMURGE

Number |__|__|

REFUSED -7

DON'T KNOW -8

HB15. On a scale from zero-to-ten where 0 means they do not encourage you at all and 10 means they encourage you a great deal, how much do your friends encourage you to eat fruits and vegetables?

FRNDURGE

Number |__|__|

REFUSED -7

DON'T KNOW -8

HB16. Next, I'm going to read some statements about eating fruits and vegetables. On a scale from zero-to-ten where 0 means you don't agree at all and 10 means you strongly agree, to what extent do you agree with the statement ...

RATEFAM, RATEFRND, RATEFEEL, RATEINFO, RATETIME, RATEPLAN, RATEAVAL, RATEWILL, RATEQUAL, RATEFROZ, RATEFRSH

	<u>NUMBER</u>	<u>REF</u>	<u>DK</u>
a. My family eats lots of fruits and vegetables?.....	__ __	-7	-8
b. My friends eat lots of fruits and vegetables?.....	__ __	-7	-8
c. Eating fruits and vegetables makes me feel better?.....	__ __	-7	-8
d. I need more information about how to prepare fruits and vegetables?.....	__ __	-7	-8
e. Preparing fruits and vegetables takes too much time?.....	__ __	-7	-8
f. Preparing fruits and vegetables takes too much planning?.....	__ __	-7	-8
g. Fruits and vegetables are not readily available where I shop or eat?.....	__ __	-7	-8
h. It takes too much willpower to eat fruits and vegetables every day?.....	__ __	-7	-8
i. The quality of fresh fruits and vegetables is poor where I shop or eat?.....	__ __	-7	-8
j. Frozen and canned fruits and vegetables are too expensive?.....	__ __	-7	-8
k. Fresh fruits and vegetables are too expensive?.....	__ __	-7	-8

BOX HB5
Rotate HB17A, HB17B, HB17C, HB17D. HB17RAND The first time HB17 is asked, do not display brackets. Subsequent times, display brackets and “How about ...”

HB17. {}Next I am going to read you a series of statements. On a scale from zero-to-ten, where 0 means you don’t agree at all and 10 means you strongly agree, for each one, please tell me to what extent you agree or disagree.{}
HABIT, ADVICE, LIKEFRUT, LIKEVEGE

{How about ...}

[PROBE: To what extent do you agree with this statement?]

	<u>NUMBER</u>	<u>REF</u>	<u>DK</u>
a. I have made it a habit to eat lots of fruits and vegetables ever since I was a child.....	_ _	1	2
b. There is a lot of confusing advice about healthy ways to eat.....	_ _	1	2
c. I like the taste of fruits	_ _	1	2
d. I like the taste of vegetables	_ _	1	2

HB18. Are there children under the age of 18 in your household for whom you are responsible for planning or preparing meals?

UNDR18

YES	1	}	[SKIP TO HB20]
NO.....	2		
REFUSED.....	-7		
DON’T KNOW.....	-8		

HB19. On a scale from zero to ten, where 0 means you don’t agree at all and 10 means you strongly agree, to what extent do you agree with the statement, feeding the children in my household lots of fruits and vegetables is important to me?

FEEDCHLD

Number _ _	
REFUSED	-7
DON’T KNOW	-8

**HB20. How often does the produce section of your grocery store display items about eating more fruits and vegetables, such as pamphlets, special signs, or recipes?
Is it ...**

SHOPDISP

Often,	1
Sometimes,	2
Rarely, or	3
Never?.....	4
R DOES NOT SHOP.....	5
REFUSED	-7
DON'T KNOW	-8

DEMOGRAPHICS

DE1. Finally, I'd like to ask a few questions about you to help us classify our data.

R_HGHFT, R_HGHIN

About how tall are you without shoes?

FEET INCHES [FEET, HR: 1-12, SR: 3-7]
 [INCHES, HR: 0-11.99]

REFUSED -7
 DON'T KNOW -8

[ONE QUARTER, ONE FOURTH = .25]
 [ONE HALF = .5]
 [THREE QUARTERS, THREE FOURTHS = .75]
 [ONE THIRD = .33]
 [TWO THIRDS = .66]

DE2. About how much do you weigh without shoes?

R_WEIGHT

[If R says "I'm pregnant", PROBE: How much did you weigh before becoming pregnant?]

POUNDS

REFUSED -7
 DON'T KNOW -8

BOX DE1
If R was screener respondent, skip to DE4.

DE3. How old are you?

R_AGE

AGE

REFUSED -7
 DON'T KNOW -8

DE4. Do you smoke cigarettes now?

R_SMOKE

YES 1
 NO 2
 REFUSED -7
 DON'T KNOW -8

BOX DE1A If R was screener respondent, skip to DE6.
--

DE5. What race or ethnic group do you consider yourself?

R_RACE, R_RACEOS

[PROBE IF NECESSARY: Are you White, Black, Asian, Hispanic, Native American, or some other race?]

[If R says “white” or “black”, PROBE: Are you of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or other Spanish background?]

WHITE, NOT HISPANIC.....	1
BLACK, NOT HISPANIC.....	2
HISPANIC.....	3
ASIAN OR PACIFIC ISLANDER.....	4
NATIVE AMERICAN OR ALASKAN NATIVE.....	5
OTHER (SPECIFY) _____	91
REFUSED.....	-7
DON'T KNOW.....	-8

DE6. What is the highest grade of school or year of college you completed?

R_EDUC, R_EDUCOS

EIGHTH GRADE OR LESS.....	1
SOME HIGH SCHOOL.....	2
HIGH SCHOOL GRADUATE OR GED CERTIFICATE.....	3
SOME COLLEGE.....	4
COLLEGE GRADUATE (BACHELORS DEGREE).....	5
POST GRADUATE OR PROFESSIONAL DEGREE.....	6
OTHER (SPECIFY) _____	91
REFUSED.....	-7
DON'T KNOW.....	-8

DE7. Are you married, separated, divorced, widowed, or have you never been married?

R_MSTAT

MARRIED.....	1
SEPARATED.....	2
DIVORCED.....	3
WIDOWED.....	4
NEVER BEEN MARRIED.....	5
REFUSED.....	-7
DON'T KNOW.....	-8

DE8. How many people, including yourself, live in your household?

R_TOTHH

[IF R ASKS, PROBE: This count should include children.]

- PEOPLE IN HH |__|__|
- REFUSED -7
- DON'T KNOW -8

DE9. Are you employed ...

R_EMPLOY

[IF R SAYS "I am self-employed." PROBE: Is that full-time or part-time?]

- Full-time, 1
- Part-time, or 2
- Not at all? 3
- REFUSED -7
- DON'T KNOW -8

DE10. What is your zip code?

R_ZIP

ZIP CODE |__|__|__|__|__|

DE11. Is your annual household income from all sources more than \$55,000 or less than \$55,000?

R_INCRNG

- MORE THAN \$55,000 1 → [SKIP TO DE11B]
- LESS THAN \$55,000 2
- \$55,000 3
- REFUSED -7 } [SKIP TO BOX DE2A]
- DON'T KNOW -8 }

DE11A. Which of the following categories best describes your annual household income?

R_INCLOW

Just stop me when I read the correct category ...

- Less than \$10,000, 1
- \$10,000 to \$15,000 [\$14,999], 2
- \$15,000 to \$20,000 [\$19,999], 3
- \$20,000 to \$25,000 [\$24,999], 4
- \$25,000 to \$35,000 [\$34,999], 5
- \$35,000 to \$45,000 [\$44,999], or 6
- \$45,000 to \$55,000 [\$54,999]? 7
- REFUSED -7
- DON'T KNOW -8

BOX DE2 Skip to BOX DE2A.
--

DE11B. Which of the following categories best describes your annual household income.

R_INCHGH

Just stop me when I read the correct category ...

- \$55,000 to \$65,000 [\$64,999], 1
- \$65,000 to \$75,000 [\$74,999], 2
- \$75,000 to \$100,000 [\$99,999], 3
- \$100,000 to \$125,000 [\$124,999], 4
- \$125,000 to \$150,000 [\$149,999], or 5
- \$150,000 or more? 6
- REFUSED -7
- DON'T KNOW -8

BOX DE2A If R was screener respondent, skip to DE13.

DE12. [Ask if not obvious: What is your sex?]

R_SEX

- MALE 1
- FEMALE 2
- REFUSED -7
- DON'T KNOW -8

DE13. Have you heard of the program “Health Options for Teens”?

HEARTEEN

- YES 1
- NO 2
- REFUSED -7
- DON'T KNOW -8

DE14. Have you heard of the program “Five-a-Day for Better Health”?

HEAR5DAY

- YES 1
- NO 2
- REFUSED -7
- DON'T KNOW -8

BOX DE3

If DE14 = Yes, Ask DE15.

DE15A. What does Five-a-Day for Better Health mean?

DEF5DAY, DEF5DAOS

FIVE SERVINGS OF FRUIT AND VEGETABLES PER DAY	1
LOGO OF HEALTH EDUCATIONAL CAMPAIGN TO INCREASE EATING FRUITS AND VEGETABLES.....	2
EAT FRUITS AND VEGETABLES TO STAY HEALTHY	3
FIVE FOOD GROUPS.....	4
FIVE HEALTH HABITS.....	5
EXERCISE 5 TIMES PER WEEK	6
OTHER (SPECIFY) _____	91
REFUSED	-7
DON'T KNOW	-8

Thanks. Those are all the questions I have. I really appreciate your taking the time to do this interview with me. Thank you very much.

VITA

Gloria J. Stables

Gloria J. Stables graduated from North Dakota State University (NDSU) with a Bachelor of Science degree in Human Nutrition and Foods in 1977. While completing the degree, she also completed her dietetic internship and became registration eligible through the NDSU Coordinated Program in Dietetics. She passed the registration exam and became a Registered Dietitian (R.D.) in the fall of 1977. Gloria graduated with a Master of Science Degree in Human Nutrition from Virginia Polytechnic Institute and State University in 1988.

Gloria was commissioned as a Lieutenant JG (O-2) in the U.S. Public Health Service (U.S. PHS) Commissioned Corps at the end of 1977 and was stationed at the U.S. PHS Hospital in Seattle, WA, where she worked as a clinical dietitian. In 1981, she was transferred to the National Institutes of Health in Bethesda, MD, where she worked as a clinical research dietitian and Chief of Clinical Nutrition Services at the Clinical Center. In 1992, she transferred to the National Cancer Institute (NCI), where she worked as a research nutritionist on the multi-center Women's Health Trial in Minority Populations. In 1993, she transferred within the NCI to work as the nutrition manager of the 5 A Day for Better Health Program, a national public/private partnership nutrition education campaign. In 1995, she was promoted to National Director of the 5 A Day for Better Health Program, where she oversaw all aspects of the program, including media/communications, community-based and evaluation research, programs in all 50 states, and the public/private partnership with the fruit and vegetables industry.

In January 2001, she retired from the U.S. PHS Commissioned Corps with the rank of Captain (O-6). Her current position is Expert, Diffusion & Dissemination Research in the Health Promotion Research Branch of the Behavioral Research Program at the NCI.

She studied for the Ph.D. degree at Virginia Polytechnic Institute and State University's Northern Virginia Graduate Center from September 1994 to December 2001. She completed the doctoral dissertation and earned a Ph.D. degree in December 2001.

Gloria is married, with three children, and lives in Potomac, MD.