

Focus Group Guide

Hello,

My name is (*RESEARCH ASSISTANT'S NAME*).

Thank you for agreeing to talk with me today. This focus group is part of a research study called, "Pudong Canteen Intervention to Promote Health." We are trying to understand the feasibility and acceptability of changing food choices in the canteen, including how you think people in general would react to this and the best way to introduce these changes.

There are no right or wrong answers to the questions I am about to ask you, but there may be different points of view. Feel free to have a lively discussion. It is okay for you not to answer a question you may not be comfortable with. We also request you to not take names of anyone when presenting your thoughts.

If you agree, I would like to record the discussion so that I don't miss anything, but I will not include your names on the audio recording.

Your participation is entirely voluntary. You have the right to refuse to participate, refuse to answer any question, and to stop the interview at any time. In addition, your participation will be confidential. The results of this study may be published on a scientific journal or be shared at scientific conferences but your identity will always remain anonymous. We also advise you to not reveal the identity of the participants of this discussion to others.

Let's begin!

Moderator will initiate icebreaker question

How is your day going on? Would one of you share something interesting that happened at work today or this week?

I. Perception of healthy and unhealthy foods

1. In your opinion, what is “healthy food”?
2. In your opinion, what is “unhealthy food”?
3. In your opinion, what is the relationship of food with diabetes and obesity?

Probe 1: Which foods contribute to causing diabetes and obesity?

Probe 2: Which foods prevent diabetes and obesity?
4. Overall, what do you think about the foods offered in the canteen?
5. Among the foods available in the canteen, which of them do you consider “healthy”? Why do you consider them to be healthy?
6. Among the foods available in the canteen, which of them do you consider “unhealthy”? Why do you consider them to be unhealthy?

II. Willingness and acceptability to change

1. What are the factors that affect your food choices in general (not just at the canteen)? If participants do not respond, give examples of price, taste, and health.
2. What are the necessary changes in the canteen in order to make it healthier?

Probe 1: What healthy foods can be added (breakfast, lunch, and snacks)? What are the enablers and barriers of adding those foods? If participant does not respond, probe further on fruits

Probe 2: What unhealthy foods can be substituted (breakfast, lunch, and snacks)? What are the enablers and barriers of removing those foods? If participant does not respond, probe further on white rice and red meat

Probe 3: What do you think about the use of oil in cooking the recipes at the canteen?

Probe 4: What do you think about the use of salt in cooking the recipes at the canteen?
3. What can management do to make the existing food options healthier in the canteen?

III. Specific Interventions

Pudong Canteen Intervention

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1. What is a “calorie” with respect to foods? What is the impact, if any, of calories on health?

Probe 1: If you saw the number of calories of a specific food on the menu in the canteen, how would it affect your choice about whether or not to eat that food?

2. If unhealthy foods as red, healthy foods as green, and neither healthy nor unhealthy foods as yellow, how will it change your choice of food?
3. What do you think about the price of foods offered in the canteen? Which foods are expensive? Which foods are cheap? Which foods would you consume more if prices decreased? Which foods would you consume less if prices increased?
4. How would you react if the canteen decides to increase the price of unhealthy foods, and instead decrease the price of healthy foods?

Probe 1: How much increase would you tolerate? Why?

Probe 2: How much decrease would you appreciate? Why?

Concluding Remarks

Summarize key issues raised

Thank them for their participation and their time