



Focus Group Script for Interviews with Stakeholders

Focus Group Audience: city department directors and other decision makers

Estimated time: 1 hour

1. Greetings
 - a. Icebreaker: Say name and either favorite movie or worst movie you've ever seen
 - b. Introductions of staff
 - c. Talk about the vending machine policy (VMP) initiative
 - d. Explain means to record the session (audio recording)
 - e. Read objectives of the session:
 - i. At the conclusion of the focus group, we will have learned from you ways to address the Vending Machine Policy with other city employees, the city council, and community members.
 - ii. At the conclusion of the focus group, the staff will have learned from you opinions that shape the Vending Machine policy initiative.
 - f. Set up ground rules
 - i. Confidentiality
 - ii. One person talks at the time
 - iii. Respect each other opinions

2. Facilitation of the Session
 - a. What is your opinion of the food and beverages available at city buildings and facilities (e.g., office buildings, local parks and recreation facilities, senior centers, libraries)? Here we are referring to items sold in vending machines, cafeterias, and from street vendors on city property. Things to consider: the quality, convenience, taste, price, nutritional value, and variety of food available.
 - b. Do you or your staff buy food or beverages from vendors at your workplace?
 - c. What is your opinion about a vending machine in your workplace that offered 50% traditional vending items and 50% healthier foods or beverages? 100%?
 - d. In your opinion, what are some examples of healthy foods? Or what you do consider "healthy?"
 - e. Based on your experience or knowledge of other initiatives, what are the steps we should take to get this policy passed by the city?
 - f. In your opinion, who are the key players that can support and would be enthusiastic about supporting the passing of this policy?

- g. Why do you think they would support the policy?
- h. How can we get them to actively support the policy?
- i. In your opinion, who are the key players that would oppose the passing of this policy?
- j. Why do you think they will oppose the policy?
- k. Is there a way we could address the issue with them that might make them more likely to be supportive of such a policy?
- l. Would you personally sponsor this policy? If not, why not? Is there anything that would make you more likely to support the policy? (e.g. healthy items being cheaper than regular items, labeling/signage on machines pointing out the healthy items, knowing that other employees were supportive of such a policy)
- m. Would you approve of us testing the program in your facilities before going to the council?
- n. Are there other issues related to nutrition and physical activity at your facility that you feel we should consider first? What issues are of high priority to you and your colleagues?

3. Conclusions and thanks