

## Appendix 6. 4 Interviews.

### INTERVIEW 1

Date: \_\_\_\_\_ Voucher Y.....N WIC ID: \_\_\_\_\_

Please take some time to complete this questionnaire. It is not a test. You won't be graded.

- Your answers are private. We will not tell anyone what you say
  - Please take your time and answer carefully
  - Say what you do – not what you think you should do.
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The first set of questions is about you.

1. How old are you? **Fill in.** I am \_\_\_\_\_ years old.

2. What is your birthdate? **Fill in MM/DD/YY.** \_\_\_\_/\_\_\_\_/\_\_\_\_

3. Are you pregnant? **Mark one box.**  YES  NO

4. If pregnant, when is your due date? **Fill in MM/DD/YY.** \_\_\_\_/\_\_\_\_/\_\_\_\_

5. Are you breastfeeding? **Mark one box.**  YES  NO

6a. What is your race? **Mark one or more boxes.**

- |  |  |
|--|--|
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> American Indian or Alaska Native          |
| <input type="checkbox"/> White                     | <input type="checkbox"/> Native Hawaiian or Other Pacific Islander |
| <input type="checkbox"/> Hispanic/Latino           | <input type="checkbox"/> Other Race ( <b>Write in below</b> ):     |
| <input type="checkbox"/> Asian                     | _____  |

6b. What is your place of origin? **Fill in.**

If you answered **Black of African American for question 6a above**, what is your origin(s), for example, Nigerian, Ghanaian, Liberian, Kenyan, and so on.

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If you answered **White for question 6a above**, what is your origin(s), for example, Italian, Irish, Egyptian, Lebanese, and so on.

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If you answered **Hispanic/Latino for question 6a above**, what is your origin(s), for example, Puerto Rican, Mexican, Dominican, Columbian, and so on.

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If you answered **Asian for question 6a above**, what is your origins, for example, Asian Indian, Chinese, Filipino, Korean, and so on.

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If you answered **American Indian or Alaska Native for question 6a above**, what is your principal tribe(s), for example, Nanticoke, Lenni Lenape, Ramapough, and so on.

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If you answered **Native Hawaiian or Other Pacific Islander for question 6a above**, what is your origin(s), for example, Native Hawaiian, Guamanian or Chamorro, Samoan, Fijian, and so on.

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If you answered **Other Race for question 6a above**, what is your origin(s)

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7. Where were you born? **Mark one box.**

- United States
- Outside of United States (write in country): \_\_\_\_\_

8. What is your preferred language? **Mark one box.**

- English
- Spanish
- Other (**write in language**): \_\_\_\_\_

9. What language(s) do you speak at home? **Mark one or more boxes.**

- English
- Spanish
- Other (**write in language**): \_\_\_\_\_

10. Which best describes your current status? Are you ...? **Mark one box.**

- Married
- Widowed
- Divorced
- Separated
- Never married
- Living with partner

11. What is the highest year or grade you finished in school? **Mark one box.**

- Less than 1 year of school
- Elementary school (grades 1-8)
- Some high school (grades 9-12), no diploma
- High school graduate, GED, or equivalent
- Some college (1-4 years), no degree
- Associate's degree (including occupational or academic degrees)
- Bachelor's degree (BA, BS, AB, etc.)
- Master's degree or higher (MA, MS, PhD, MD, etc.)

12. What is the highest year or grade your spouse/partner finished in school? **Mark one box.**

- Less than 1 year of school
- Elementary school (grades 1-8)
- Some high school (grades 9-12), no diploma
- High school graduate, GED, or equivalent
- Some college (1-4 years), no degree
- Associate's degree (including occupational or academic degrees)
- Bachelor's degree (BA, BS, AB, etc.)
- Master's degree or higher (MA, MS, PhD, MD, etc.)

13. How many children in your household are under age 19? **Fill in.** \_\_\_\_\_ children.

14. How many children in your household are between 2 and 5 years of age? **Fill in.** \_\_\_\_\_ children.

15. How many other adults are in your household (don't count yourself)? **Fill in.** \_\_\_\_\_ adults.

16. Are you currently working for pay either full time or part time? **Mark one box.**

- Yes, full time
- Yes, part time
- No

17. What assistance programs does your family participate in? **Mark one or more boxes.**

- |  |   |
|--|---|
| <input type="checkbox"/> WIC   | <input type="checkbox"/> Food Stamps                                      |
| <input type="checkbox"/> Programa de Distribución de Alimentos en Reservas Indígenas (FDPIR) | <input type="checkbox"/> Commodities                                      |
| <input type="checkbox"/> Head Start  | <input type="checkbox"/> Child Nutrition                                  |
| <input type="checkbox"/> TANF  | <input type="checkbox"/> Food from food bank, food pantry or soup kitchen |
| <input type="checkbox"/>   |   |
| <input type="checkbox"/> Other (Fill in): _____  |   |
| <input type="checkbox"/> I do not receive any assistance                                     |   |

18. **DURING THE LAST MONTH** have you or other adults in your household **WORRIED** whether your food would run out before you got money to buy more? **Mark one box.**

- Yes
- No
- Don't know

19. Has the food you or other adults in your household **BOUGHT** just not lasted and you didn't have money to buy more **DURING THE LAST MONTH**? **Mark one box.**

- Yes
- No
- Don't know

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The next statements are about the WIC Farmers' Market Nutrition Program.  
Please indicate whether each statement is true or false.

**Circle T or F.**

1. The WIC Farmers' Market Nutrition Program is a program that provides vouchers to WIC participants (in addition to their regular WIC benefits) to buy fruits and vegetables at farmers' markets. T.....F
2. A farmers' market is a group of stalls or booths (it could be indoors or outdoors) where farmers sell their fruits and vegetables directly to customers. T.....F
3. Farmers' market vouchers cannot be used at the supermarket – they are just for farmers' markets. T.....F
4. Cash Value Vouchers can be used at farmers' markets. T.....F
5. Each household member who qualifies gets two \$10 farmers' market vouchers in addition to their regular WIC benefits. T.....F
6. Farmers' market vouchers can only be used to buy fruits and vegetables grown in New Jersey. T.....F
7. Not all farmers at farmers' markets accept the farmers' market vouchers. T.....F

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The next question is about a particular type of voucher that WIC participants sometimes receive – farmers' market vouchers [**hold up voucher**]. Please answer "Yes" or "No."

**Circle Y or N.**

1. Did you receive farmers' market vouchers this year? Y.....N

**If participant answered yes to Q1, ask Q2. If participant answered no to Q1, skip Q2 (go to next section).**

2. How many vouchers did you receive (counting everyone in your household)? \_\_\_\_\_
-

The next statements express beliefs about fruits and vegetables sold at farmers' markets. As I read each, please indicate how much you feel this way (1 = do not feel this at all, 7 = feel this very much).  
**Circle number (1-7).**

	Not at all ..... Very Much						
1. I don't like the way farmers' market fruits and vegetables look.	1	2	3	4	5	6	7
2. Fruits and vegetables sold at farmers' markets are not a good value.	1	2	3	4	5	6	7
3. At the farmers' market, fruits and vegetables are sold under unsanitary conditions.	1	2	3	4	5	6	7
4. I don't trust fruits and vegetables sold at farmers' markets because I don't know the farmers.	1	2	3	4	5	6	7
5. I don't trust fruits and vegetables sold at farmers' markets because they are sold outside.	1	2	3	4	5	6	7
6. It's not worth the separate trip to the farmers' market to buy fruits and vegetables.	1	2	3	4	5	6	7

The next statements describe things people might do to keep fruits and vegetables safe (by safe we mean preserve their quality and freshness and reduce the chances that harmful bacteria will come in contact with them). Please indicate how often you do these things (1 = never, 4 = sometimes, 7 = always).

**Circle number (1-7).**

When shopping for fruits and vegetables, how often do you...	Never ..... Always						
1. Choose pre-cut items (like a watermelon wedge) only if they are refrigerated or surrounded by ice?	1	2	3	4	5	6	7
2. Bag fruits and vegetables separately from meat, poultry and seafood for the trip home?	1	2	3	4	5	6	7
3. Ask if fresh-squeezed juice or cider sold by the glass has been treated to kill harmful bacteria?	1	2	3	4	5	6	7
4. Check the container when buying juice sold in boxes, bottles, and cans for information on whether the juice has been treated to kill harmful bacteria?	1	2	3	4	5	6	7

When storing fruits and vegetables, how often do you...	Never ..... Always						
1. Store tomatoes, cucumbers, green peppers and melons at room temperature?	1	2	3	4	5	6	7
2. Store fruits and vegetables in plastic bags with tiny pin holes?	1	2	3	4	5	6	7
3. Store vegetables that are sensitive to ethylene gas away from fruits that give off the gas?	1	2	3	4	5	6	7
4. Refrigerate fruits and vegetables that are pre-cut or peeled?	1	2	3	4	5	6	7
5. Store fruits and vegetables in the refrigerator away from raw meat, poultry, seafood, and eggs?	1	2	3	4	5	6	7

**[Show picture when asking Q5]**

When preparing fruits and vegetables, how often do you...	Never	1	2	3	4	5	6	Always
1. Wash fruits and vegetables with soap, bleach, or detergent?	1	2	3	4	5	6	7	
2. Dry fruits and vegetables with a clean cloth or paper towel after rinsing?	1	2	3	4	5	6	7	
3. Wash fruits and vegetables sold in packages marked "prewashed" or "ready-to-eat"?	1	2	3	4	5	6	7	
4. Wash cutting boards, dishes, utensils and countertops with soap and hot water between the preparation of raw meat, poultry, and seafood and the preparation of fruits and vegetables that will be eaten raw?	1	2	3	4	5	6	7	
5. Avoid eating raw or lightly cooked sprouts of any kind?	1	2	3	4	5	6	7	

The next questions are about farmers' markets. Please answer Yes or No. **Circle Y or N.**

- Do you know of a farmers' market near you where the farmers accept WIC Farmers' Market and Cash Value Vouchers? **[show vouchers]**. A farmers' market is a group of stalls or booths (it could be indoors or outdoors) where farmers sell their fruits and vegetables directly to customers. Y.....N

**If participant answered yes to Q1, ask Q1a-Q1c. If participant answered no to Q1, skip Q1a-Q1c (go to Q2).**

- Do you know what time of year the market is open? Y.....N
  - Do you know the hours of operation? Y.....N
  - Do you know how to get to the market? Y.....N
- Have you ever purchased fruits and vegetables at a farmers' market? Y.....N

**If participant answered yes to Q2, ask Q3. If participant answered no to Q2, skip Question 3 (go to Q10).**

- Have you purchased fruits and vegetables at a farmers' market in the past two weeks? Y.....N

**If participant answered yes to Q3, ask Q4-Q9. If participant answered no to Q3, skip Q4-Q9 (go to Q10).**

- Was this your first time at a farmers' market? Y.....N

During this trip to the market, did you ask farmers...

- If they accept WIC Farmers' Market and Cash Value Vouchers? Y.....N
- About fruits and vegetables that were unfamiliar to you? Y.....N
- How to store fruits and vegetables? Y.....N
- How to prepare fruits and vegetables? Y.....N
- How did you pay for your fruits and vegetables? Choose all that apply.
  - My own money Y.....N
  - Cash Value Vouchers Y.....N
  - Farmers' Market vouchers Y.....N.....Not applicable (I didn't get farmers' market vouchers from WIC)
- Do you intend to purchase fruits and vegetables at a farmers' market *in the next two weeks*? Y.....N

The next questions are about fruits and vegetables. **Circle Y/N, T/F or letter answer (a, b, or c).**

1. Which of the following are you likely to find at farmers' markets in the month of July?

- |                             |                        |
|-----------------------------|------------------------|
| Cucumbers: Y.....N          | Yellow squash: Y.....N |
| String beans: Y.....N       | Green peppers: Y.....N |
| Zucchini: Y.....N           | Kale: Y.....N          |
| Green leaf lettuce: Y.....N | Blueberries: Y.....N   |
| Peaches: Y.....N            | Cantaloupe: Y.....N    |
| Corn: Y.....N               | Tomatoes: Y.....N      |

2. Which of the following should you look for when shopping for blueberries?

- Berries with a powdery natural protective coating. Y.....N
- Berries that are deep purple blue to blue-black in color. Y.....N
- Berries that look soft, shriveled or watery. Y.....N

3. Where should blueberries be stored? Choose one answer.

- On the countertop at room temperature
- On the countertop first but then moved to the refrigerator
- In the refrigerator

4. True or false. Storing blueberries on the same shelf as vegetables is not recommended because they give off a gas that will make the vegetables age quicker. T.....F

5. True or false. Although blueberries are edible, the leaves and stems of the plant they grow on are not. T.....F

6. Which of the following should you look for when shopping for yellow summer squash?

- Squash that are firm and heavy for their size. Y.....N
- Squash with glossy, brightly colored skin. Y.....N
- Squash with a hard, tough surface. Y.....N

7. Where should yellow summer squash be stored? Choose one answer. **Circle one.**

- On the countertop at room temperature
- On the countertop first but then moved to the refrigerator
- In the refrigerator

8. True or false. Yellow summer squash is sensitive to ethylene gas, so it should be stored away from fruits that give off the gas. T.....F

9. True or false. The entire squash plant (the leaves, branches, flowers, and squash) is edible. T.....F

10. Which of the following should you look for when shopping for kale?

- Bunches that are dark-colored with small to medium leaves. Y.....N
- Bunches with brown or yellow leaves. Y.....N
- Bunches that are small because they will be more tender. Y.....N

11. Where should kale be stored? Choose one answer.

- On the countertop at room temperature
- On the countertop first but then moved to the refrigerator
- In the refrigerator

12. True or false. Kale is sensitive to ethylene gas and will wilt sooner if it is stored next to fruits that give off the gas. T.....F
13. True of false. The leaves and stems of the kale plant are edible (though the stems can be tough). T.....F

The next statements describe rewards of eating locally grown fruits and vegetables (fruits and vegetables grown in NJ). As I read each, please indicate (Y/N) if the reward is personally important to you. **Circle Y or N.**

Locally grown fruits and vegetables...

1. Are fresh. Y.....N
2. Provide the most nutrients. Y.....N
3. Are full of flavor. Y.....N
4. I can get good amounts for my money. Y.....N
5. Buying locally grown fruits and vegetables is good for the community -- it helps local farmers stay in business. Y.....N

The next questions are about fruits and vegetables grown in New Jersey. I'm going to read through a list of items. As I do, I will ask you if you 1) know what the food is and 2) how you would rate your skill in preparing it (1 = definitely could not make it, 7 = definitely could make it). **Hold up pictures of each food as you read down the list. If participant answers "No" to knowledge question, DO NOT ask skill question.**

Item	Know what this is?		Skill in preparing							
	Y	N	Definitely could not make	1	2	3	4	5	6	7
1. Blueberries	Y	N	1	2	3	4	5	6	7	
2. Cantaloupe	Y	N	1	2	3	4	5	6	7	
3. Corn	Y	N	1	2	3	4	5	6	7	
4. Cucumbers	Y	N	1	2	3	4	5	6	7	
5. Green peppers	Y	N	1	2	3	4	5	6	7	
6. Kale	Y	N	1	2	3	4	5	6	7	
7. Lettuce	Y	N	1	2	3	4	5	6	7	
8. Peaches	Y	N	1	2	3	4	5	6	7	
9. String beans	Y	N	1	2	3	4	5	6	7	
10. Tomatoes	Y	N	1	2	3	4	5	6	7	
11. Yellow summer squash	Y	N	1	2	3	4	5	6	7	
12. Zucchini	Y	N	1	2	3	4	5	6	7	



These next questions are about the fruits and vegetables you ate or drank during the past two weeks. Please think about all forms of fruits and vegetables including cooked or raw, fresh, frozen or canned. Please think about all meals, snacks, and food consumed at home and away from home.

I will be asking how often you ate or drank each one: for example, once a day, twice a week, three times a month, and so forth.

**If respondent responds less than once per month, put “0” times per month. If respondent gives a number without a time frame, ask: “Was that per day, week, or month?”**

1. During the past two weeks, how many times per day, week or month did you drink 100% PURE fruit juices?  
Do not include fruit-flavored drinks with added sugar or fruit juice you made at home and added sugar to.  
Only include 100% juice.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Do not include fruit drinks with added sugar or other added sweeteners like Kool-aid, Hi-C, lemonade, cranberry cocktail, Tampico, Sunny Delight, Snapple, Fruitopia, Gatorade, Power-Ade, or yogurt drinks.**

**Do not include fruit juice drinks that provide 100% daily vitamin C but include added sugar. Do not include vegetable juices such as tomato and V8 if respondent provides but include in “other vegetables” in question 6.**

**DO include 100% pure juices including orange, mango, papaya, pineapple, apple, grape (white or red), or grapefruit. Only count cranberry juice if the R perception is that it is 100% juice with no sugar or artificial sweetener added. 100% juice blends such as orange-pineapple, orange-tangerine, cranberry-grape are also acceptable as are fruit-vegetable 100% blends. 100% pure juice from concentrate (i.e., reconstituted) is counted.**

2. During the past two weeks, not counting juice, how many times per day, week, or month did you eat fruit?  
Count fresh, frozen, or canned fruit.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if necessary:** “Your best guess is fine. Include apples, bananas, applesauce, oranges, grape fruit, fruit salad, watermelon, cantaloupe or musk melon, papaya, lychees, star fruit, pomegranates, mangos, grapes, and berries such as blueberries and strawberries.”

**Do not count fruit jam, jelly, or fruit preserves.**

**Do not include dried fruit in ready-to-eat cereals.**

**DO include dried raisins, cran-raisins if respondent tells you - but due to their small serving size they are not included in the prompt.**

**DO include cut up fresh, frozen, or canned fruit added to yogurt, cereal, jello, and other meal items.**

**Include culturally and geographically appropriate fruits that are not mentioned (e.g. genip, soursop, sugar apple, figs, tamarind, bread fruit, sea grapes, carambola, longans, lychees, akee, rambutan, etc.).**

3. During the past two weeks, how many times per day, week, or month did you eat cooked or canned beans, such as refried, baked, black, garbanzo beans, beans in soup, soybeans, edamame, tofu or lentils. Do NOT include long green beans.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if necessary:** "Include round or oval beans or peas such as navy, pinto, split peas, cow peas, hummus, lentils, soy beans and tofu. Do NOT include long green beans such as string beans, broad or winged beans, or pole beans."

**Include soybeans also called edamame, TOFU (BEAN CURD MADE FROM SOYBEANS), kidney, pinto, hummus, lentils, black, black-eyed peas, cow peas, lima beans and white beans.**

**Include bean burgers including garden burgers and veggie burgers.**

**Include falafel and tempeh.**

4. During the past two weeks, how many times per day, week, or month did you eat dark green vegetables for example broccoli or dark leafy greens including romaine, chard, collard greens or spinach?

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Each time a vegetable is eaten it counts as one time.**

**Include all raw leafy green salads including spinach, mesclun, romaine lettuce, bok choy, dark green leafy lettuce, dandelions, komatsuna, watercress, and arugula.**

**Do not include iceberg (head) lettuce if specifically told type of lettuce. Include all cooked greens including kale, collard greens, choys, turnip greens and mustard greens.**

5. During the past two weeks, how many times per day, week, or month did you eat orange-colored vegetables such as sweet potatoes, pumpkin, winter squash or carrots?

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if needed:** "Winter squash have hard, thick skins and deep yellow to orange flesh. They include acorn, buttercup, and spaghetti squash."

**Include all forms of carrots including long or baby-cut.**

**Include carrot-slaw (e.g. shredded carrots with or without other vegetables or fruit).**

**Include all forms of sweet potatoes including baked, mashed, casserole, pie, or sweet potatoes fries.**

**Include all hard-winter squash varieties including acorn, autumn cup, banana, butternut, buttercup, delicate, hubbard, kabocha (Also known as an Ebisu, Delica, Hoka, Hokkaido, or Japanese Pumpkin; blue kuri), and spaghetti squash.**

**Include all forms including soup.**

**Include pumpkin, including pumpkin soup and pie. Do not include pumpkin bars, cake, bread or other grain-based desert-type food containing pumpkin (i.e. similar to banana bars, zucchini bars we do not include).**

6. Not counting what you just told me about, during the past two weeks, about how many times per day, week, or month did you eat OTHER vegetables? Examples of other vegetables include tomatoes, tomato juice or V-8 juice, corn, eggplant, peas, lettuce, cabbage, and white potatoes that are not fried such as baked or mashed potatoes.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if needed:** "Do not count vegetables you have already counted, and do not include fried potatoes."

**Include corn, peas, tomatoes, okra, beets, cauliflower, bean sprouts, avocado, cucumber, onions, peppers (red, green, yellow, orange); all cabbage including American-style cole-slaw; mushrooms, snow peas, snap peas, broad beans, string, wax-, or pole-beans.**

**Include any form of the vegetable (raw, cooked, canned, or frozen).**

**DO include tomato juice if respondent did not count in fruit juice.**

**Include culturally and geographically appropriate vegetables that are not mentioned (e.g. daikon, jicama, oriental cucumber, etc.).**

**Do not include rice or other grains.**

**Do not include products consumed usually as condiments including ketchup, catsup, salsa, chutney and relish.**

7. About how many cups of FRUIT (including 100% pure fruit juice) do you eat or drink each day?  
**[Show participant measuring cup and juice glass [the glass counts as one cup]. Mark one box.**

\_\_\_\_\_ cups

8. About how many cups of VEGETABLES (including 100% vegetable juice) do you eat or drink each day?  
**[Show participant measuring cup and juice glass [the glass counts as one cup]. Mark one box.**

\_\_\_\_\_ cups

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The next statements are about you and things you might do.

Please indicate whether you consider each statement to be true or false. **Circle T or F.**

1. I never hesitate to go out of my way to help someone in trouble. T.....F
2. I have never intensely disliked anyone. T.....F
3. There have been times that I was quite jealous of the good fortune of others. T.....F.
4. I would never think of letting someone else be punished for my wrong doings. T.....F
5. I sometimes feel resentful when I don't get my way. T.....F
6. There have been times when I felt like rebelling against people in authority, even though I knew they were right. T.....F
7. I am always courteous, even to people who are disagreeable. T.....F
8. When I don't know something, I don't at all mind admitting it. T.....F
9. I can remember "playing sick" to get out of something. T.....F
10. I am sometimes irritated by people who ask favors of me. T.....F

NJ WIC Online Lessons Completed

The next questions are about WIC online nutrition education. Please answer each with a “Yes” or “No.” **Circle Y or N.**

1. Have you ever completed a WIC nutrition education lesson online? Y.....N

**If participant answered yes to Question 1, ask Question 2.**

2. Which of the following lessons have you completed? Choose all that apply. **Circle Y or N.**

Fruit and Vegetables Y.....N

Being Active Y.....N

Iron Y.....N

Cholesterol Y.....N

Calcium Y.....N

Oral Health Y.....N

Breastfeeding Y.....N

This is the end. Thank you!

**Ask participant to flip coin. Mark the side it landed on below and choose that option on the screen.**

Heads

Tails

## Interview 2.

Please take some time to complete this questionnaire. It is not a test. You won't be graded.

- Your answers are private. We will not tell anyone what you say
- Please take your time and answer carefully
- Say what you do – not what you think you should do.

First, we want to ask you some questions about the lesson you watched. Please indicate how much you agree with each of the following statements. (1 = strongly disagree, 7 = strongly agree). **Circle (1-7).**

	Strongly disagree.....Strongly agree						
1. The lesson was enjoyable.	1	2	3	4	5	6	7
2. The lesson was interesting.	1	2	3	4	5	6	7
3. I would recommend the lesson to other WIC participants.	1	2	3	4	5	6	7

4. What do you remember MOST about the lesson? **Write comments.**

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5. How much new information did you learn from the lesson? (1 = did not learn any new information, 7 = learned a lot of new information). **Write in number.** \_\_\_\_\_

**For Q6-Q7, circle Y or N.**

6. After watching the lesson, did you talk to any *family members* about new information you learned watching the program? Y.....N
7. After watching the lesson, did you talk to any *friends* about new information you learned watching the program? Y.....N
8. Was this the first time you completed an online WIC nutrition education lesson? Y.....N

**If participant answers yes to Q8, skip Q9-Q10. If participant answered no to Q8, ask Q9-Q10.**

Please indicate how much you agree with the following statements. (1 = strongly disagree, 7 = strongly agree). **Circle number (1-7).**

	Strongly disagree.....Strongly agree						
9. The lesson was different than other online WIC nutrition education lessons.	1	2	3	4	5	6	7
10. This is not the kind of online lesson WIC usually offers.	1	2	3	4	5	6	7

Ask **ONLY IF** participant watched “Tails” lesson. If participant watched “Heads” lesson, go to the next section.

Please indicate how much you agree with each of the following statements.

(1 = strongly disagree, 7 = strongly agree). **Circle number (1-7).**

	Strongly disagree.....Strongly agree						
1. I was mentally involved in the lesson while watching it.	1	2	3	4	5	6	7
2. I wanted to keep watching the lesson to find out more.	1	2	3	4	5	6	7
3. The events in the lesson were relevant to my everyday life.	1	2	3	4	5	6	7
4. I found my mind wandering while watching the lesson.	1	2	3	4	5	6	7
5. While watching the lesson, activity going on in the room around me was on my mind.	1	2	3	4	5	6	7

The next questions are about the women in the videos you watched.

- How much did you like the women?  
(1 = disliked a lot, 7 = liked a lot). **Write in number (1-7).** \_\_\_\_\_
- How similar are you to the women?  
(1 = not at all like them, 7 = very much like them). **Write in number (1-7).** \_\_\_\_\_
- How much do you feel like you know the women?  
(1 = feel like I do not know them at all, 7 = feel like I know them very well). **Write in number (1-7).** \_\_\_\_\_

The next questions are about the activities you completed in the lesson.

Please tell us how much you liked each activity. (1 = did not like at all, 7 = liked very much). **Circle (1-7).**

	Not at all .....Very Much						
7. Farmers’ market locator tool	1	2	3	4	5	6	7
8. True/false questions about July fruits and vegetables	1	2	3	4	5	6	7
9. Recipe/re-arranging picture cards	1	2	3	4	5	6	7

Next we want to know how much the activities contributed to your learning.

(1 = did not contribute to my learning at all, 7 = contributed to my learning very much).

	Not at all .....Very Much						
10. Farmers’ market locator tool	1	2	3	4	5	6	7
11. True/false questions about July fruits and vegetables	1	2	3	4	5	6	7
12. Recipe/re-arranging picture cards	1	2	3	4	5	6	7

13. Which activity did you like the most? Choose one. **Circle (a, b, or c).**

- Farmers’ market locator tool
- True/false questions about July fruits and vegetables
- Recipe/re-arranging picture cards

14. Which food did you choose to learn a recipe about? Choose one. **Circle (a, b, or c).**

- Blueberries
- Yellow summer squash
- Kale

15. Did you try the recipe you learned at home? Y.....N  
 The next statements are about the WIC Farmers' Market Nutrition Program.  
 Please indicate whether each statement is true or false. **Circle T or F.**

- 8. The WIC Farmers' Market Nutrition Program is a program that provides vouchers to WIC participants (in addition to their regular WIC benefits) to buy fruits and vegetables at farmers' markets. T.....F
- 9. A farmers' market is a group of stalls or booths (it could be indoors or outdoors) where farmers sell their fruits and vegetables directly to customers. T.....F
- 10. Farmers' market vouchers cannot be used at the supermarket – they are just for farmers' markets. T.....F
- 11. Cash Value Vouchers can be used at farmers' markets. T.....F
- 12. Each household member who qualifies gets two \$10 farmers' market vouchers in addition to their regular WIC benefits. T.....F
- 13. Farmers' market vouchers can only be used to buy fruits and vegetables grown in New Jersey. T.....F
- 14. Not all farmers at farmers' markets accept the farmers' market vouchers. T.....F

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The next question is about a particular type of voucher that WIC participants sometimes receive – farmers' market vouchers. This is the green-colored vouchers that I showed you when we met. Please answer "Yes" or "No."  
**Circle Y or N.**

3. Did you receive farmers' market vouchers this year? Y.....N

**If participant answered yes to Q1, ask Q2. If participant answered no to Q1, skip Q2 (go to next section).**

4. How many vouchers did you receive (counting everyone in your household)? \_\_\_\_\_

---

The next statements express beliefs about fruits and vegetables sold at farmers' markets.  
 As I read each, please indicate how much you feel this way (1 = do not feel this at all, 7 = feel this very much).  
**Circle number (1-7).**

	Not at all ..... Very Much						
	1	2	3	4	5	6	7
1. I don't like the way farmers' market fruits and vegetables look.							
2. Fruits and vegetables sold at farmers' markets are not a good value.							
3. At the farmers' market, fruits and vegetables are sold under unsanitary conditions.							
4. I don't trust fruits and vegetables sold at farmers' markets because I don't know the farmers.							
5. I don't trust fruits and vegetables sold at farmers' markets because they are sold outside.							
6. It's not worth the separate trip to the farmers' market to buy fruits and vegetables.							

---

The next statements describe things people might do to keep fruits and vegetables safe (by safe we mean preserve their quality and freshness and reduce the chances that harmful bacteria will come in contact with them). Please indicate how often you do these things (1 = never, 4 = sometimes, 7 = always).

**Circle number (1-7).**

When shopping for fruits and vegetables, how often do you...	Never	1	2	3	4	5	6	Always
5. Choose pre-cut items (like a watermelon wedge) only if they are refrigerated or surrounded by ice?	1	2	3	4	5	6	7	
6. Bag fruits and vegetables separately from meat, poultry and seafood for the trip home?	1	2	3	4	5	6	7	
7. Ask if fresh-squeezed juice or cider sold by the glass has been treated to kill harmful bacteria?	1	2	3	4	5	6	7	
8. Check the container when buying juice sold in boxes, bottles, and cans for information on whether the juice has been treated to kill harmful bacteria?	1	2	3	4	5	6	7	

When storing fruits and vegetables, how often do you...	Never	1	2	3	4	5	6	Always
6. Store tomatoes, cucumbers, green peppers and melons at room temperature?	1	2	3	4	5	6	7	
7. Store fruits and vegetables in plastic bags with tiny pin holes?	1	2	3	4	5	6	7	
8. Store vegetables that are sensitive to ethylene gas away from fruits that give off the gas?	1	2	3	4	5	6	7	
9. Refrigerate fruits and vegetables that are pre-cut or peeled?	1	2	3	4	5	6	7	
10. Store fruits and vegetables in the refrigerator away from raw meat, poultry, seafood, and eggs?	1	2	3	4	5	6	7	

When preparing fruits and vegetables, how often do you...	Never	1	2	3	4	5	6	Always
6. Wash fruits and vegetables with soap, bleach, or detergent?	1	2	3	4	5	6	7	
7. Dry fruits and vegetables with a clean cloth or paper towel after rinsing?	1	2	3	4	5	6	7	
8. Wash fruits and vegetables sold in packages marked "prewashed" or "ready-to-eat"?	1	2	3	4	5	6	7	
9. Wash cutting boards, dishes, utensils and countertops with soap and hot water between the preparation of raw meat, poultry, and seafood and the preparation of fruits and vegetables that will be eaten raw?	1	2	3	4	5	6	7	
10. Avoid eating raw or lightly cooked sprouts of any kind? [I showed you a picture of sprouts when we met. Do you remember what they look like? <b>Describe if she is not sure.</b> ]	1	2	3	4	5	6	7	



The next questions are about farmers' markets. Please answer Yes or No. **Circle Y or N.**

11. Do you know of a farmers' market near you where the farmers accept WIC Farmers' Market and Cash Value Vouchers? The Farmers Market Vouchers are the green vouchers I showed you when we met and the Cash Value Vouchers are the blue vouchers we looked at. A farmers' market is a group of stalls or booths (it could be indoors or outdoors) where farmers sell their fruits and vegetables directly to customers. Y.....N

**If participant answered yes to Q1, ask Q1a-Q1c. If participant answered no to Q1, skip Q1a-Q1c (go to Q2).**

- a. Do you know what time of year the market is open? Y.....N
- b. Do you know the hours of operation? Y.....N
- c. Do you know how to get to the market? Y.....N

12. Have you ever purchased fruits and vegetables at a farmers' market? Y.....N

**If participant answered yes to Q2, ask Q3. If participant answered no to Q2, skip Question 3 (go to Q10).**

13. Have you purchased fruits and vegetables at a farmers' market in the past two weeks? Y.....N

**If participant answered yes to Q3, ask Q4-Q9. If participant answered no to Q3, skip Q4-Q9 (go to Q10).**

14. Was this your first time at a farmers' market? Y.....N

During this trip to the market, did you ask farmers...

15. If they accept WIC Farmers' Market and Cash Value Vouchers? Y.....N

16. About fruits and vegetables that were unfamiliar to you? Y.....N

17. How to store fruits and vegetables? Y.....N

18. How to prepare fruits and vegetables? Y.....N

19. How did you pay for your fruits and vegetables? Choose all that apply.

- a. My own money Y.....N
- b. Cash Value Vouchers Y.....N
  - i. (If Yes) How many vouchers did you use? **Write in number.** \_\_\_\_\_
- c. Farmers' Market vouchers Y.....N.....Not applicable (I didn't get farmers' market vouchers from WIC)
  - i. (If Yes) How many vouchers did you use? **Write in number.** \_\_\_\_\_

20. Do you intend to purchase fruits and vegetables at a farmers' market *in the next two weeks*? Y.....N

---

The next questions are about fruits and vegetables. **Circle Y/N, T/F or letter answer (a, b, or c).**

14. Which of the following are you likely to find at farmers' markets in the month of July?

- |                             |                        |
|-----------------------------|------------------------|
| Cucumbers: Y.....N          | Yellow squash: Y.....N |
| String beans: Y.....N       | Green peppers: Y.....N |
| Zucchini: Y.....N           | Kale: Y.....N          |
| Green leaf lettuce: Y.....N | Blueberries: Y.....N   |
| Peaches: Y.....N            | Cantaloupe: Y.....N    |
| Corn: Y.....N               | Tomatoes: Y.....N      |

15. Which of the following should you look for when shopping for blueberries?
- d. Berries with a powdery natural protective coating. Y.....N
  - e. Berries that are deep purple blue to blue-black in color. Y.....N
  - f. Berries that look soft, shriveled or watery. Y.....N
16. Where should blueberries be stored? Choose one answer.
- d. On the countertop at room temperature
  - e. On the countertop first but then moved to the refrigerator
  - f. In the refrigerator
17. True or false. Storing blueberries on the same shelf as vegetables is not recommended because they give off a gas that will make the vegetables age quicker. T.....F
18. True of false. Although blueberries are edible, the leaves and stems of the plant they grow on are not. T.....F
19. Which of the following should you look for when shopping for yellow summer squash?
- a. Squash that are firm and heavy for their size. Y.....N
  - b. Squash with glossy, brightly colored skin. Y.....N
  - c. Squash with a hard, tough surface. Y.....N
20. Where should yellow summer squash be stored? Choose one answer. **Circle one.**
- d. On the countertop at room temperature
  - e. On the countertop first but then moved to the refrigerator
  - f. In the refrigerator
21. True or false. Yellow summer squash is sensitive to ethylene gas, so it should be stored away from fruits that give off the gas. T.....F
22. True of false. The entire squash plant (the leaves, branches, flowers, and squash) is edible. T.....F
23. Which of the following should you look for when shopping for kale?
- a. Bunches that are dark-colored with small to medium leaves. Y.....N
  - b. Bunches with brown or yellow leaves. Y.....N
  - c. Bunches that are small because they will be more tender. Y.....N
24. Where should kale be stored? Choose one answer.
- a. On the countertop at room temperature
  - b. On the countertop first but then moved to the refrigerator
  - c. In the refrigerator
25. True or false. Kale is sensitive to ethylene gas and will wilt sooner if it is stored next to fruits that give off the gas. T.....F
26. True of false. The leaves and stems of the kale plant are edible (though the stems can be tough). T.....F
-

The next statements describe rewards of eating locally grown fruits and vegetables (fruits and vegetables grown in NJ). As I read each, please indicate (Y/N) if the reward is personally important to you. **Circle Y or N.**

Locally grown fruits and vegetables...

6. Are fresh. Y.....N
7. Provide the most nutrients. Y.....N
8. Are full of flavor. Y.....N
9. I can get good amounts for my money. Y.....N
10. Buying locally grown fruits and vegetables is good for the community -- it helps local farmers stay in business. Y.....N

The next questions are about fruits and vegetables grown in New Jersey. I'm going to read through a list of items. As I do, I will ask you if you 1) know what the food is and 2) how you would rate your skill in preparing it (1 = definitely could not make it, 7 = definitely could make it). **If participant answers "No" to knowledge question, DO NOT ask skill question.**

Item	Know what this is?		Skill in preparing						
	Y	N	Definitely could not make	1	2	3	4	5	6
13. Blueberries	Y	N	1	2	3	4	5	6	7
14. Cantaloupe	Y	N	1	2	3	4	5	6	7
15. Corn	Y	N	1	2	3	4	5	6	7
16. Cucumbers	Y	N	1	2	3	4	5	6	7
17. Green peppers	Y	N	1	2	3	4	5	6	7
18. Kale	Y	N	1	2	3	4	5	6	7
19. Lettuce	Y	N	1	2	3	4	5	6	7
20. Peaches	Y	N	1	2	3	4	5	6	7
21. String beans	Y	N	1	2	3	4	5	6	7
22. Tomatoes	Y	N	1	2	3	4	5	6	7
23. Yellow summer squash	Y	N	1	2	3	4	5	6	7
24. Zucchini	Y	N	1	2	3	4	5	6	7

These next questions are about the fruits and vegetables you ate or drank during the past two weeks. Please think about all forms of fruits and vegetables including cooked or raw, fresh, frozen or canned. Please think about all meals, snacks, and food consumed at home and away from home.

I will be asking how often you ate or drank each one: for example, once a day, twice a week, three times a month, and so forth.

**If respondent responds less than once per month, put “0” times per month. If respondent gives a number without a time frame, ask: “Was that per day, week, or month?”**

1. During the past two weeks, how many times per day, week or month did you drink 100% PURE fruit juices?  
Do not include fruit-flavored drinks with added sugar or fruit juice you made at home and added sugar to.  
Only include 100% juice.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Do not include fruit drinks with added sugar or other added sweeteners like Kool-aid, Hi-C, lemonade, cranberry cocktail, Tampico, Sunny Delight, Snapple, Fruitopia, Gatorade, Power-Ade, or yogurt drinks.**

**Do not include fruit juice drinks that provide 100% daily vitamin C but include added sugar. Do not include vegetable juices such as tomato and V8 if respondent provides but include in “other vegetables” in question 6.**

**DO include 100% pure juices including orange, mango, papaya, pineapple, apple, grape (white or red), or grapefruit. Only count cranberry juice if the R perception is that it is 100% juice with no sugar or artificial sweetener added. 100% juice blends such as orange-pineapple, orange-tangerine, cranberry-grape are also acceptable as are fruit-vegetable 100% blends. 100% pure juice from concentrate (i.e., reconstituted) is counted.**

2. During the past two weeks, not counting juice, how many times per day, week, or month did you eat fruit?  
Count fresh, frozen, or canned fruit.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if necessary:** “Your best guess is fine. Include apples, bananas, applesauce, oranges, grape fruit, fruit salad, watermelon, cantaloupe or musk melon, papaya, lychees, star fruit, pomegranates, mangos, grapes, and berries such as blueberries and strawberries.”

**Do not count fruit jam, jelly, or fruit preserves.**

**Do not include dried fruit in ready-to-eat cereals.**

**DO include dried raisins, cran-raisins if respondent tells you - but due to their small serving size they are not included in the prompt.**

**DO include cut up fresh, frozen, or canned fruit added to yogurt, cereal, jello, and other meal items.**

**Include culturally and geographically appropriate fruits that are not mentioned (e.g. genip, soursop, sugar apple, figs, tamarind, bread fruit, sea grapes, carambola, longans, lychees, akee, rambutan, etc.).**

3. During the past two weeks, how many times per day, week, or month did you eat cooked or canned beans, such as refried, baked, black, garbanzo beans, beans in soup, soybeans, edamame, tofu or lentils. Do NOT include long green beans.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if necessary:** "Include round or oval beans or peas such as navy, pinto, split peas, cow peas, hummus, lentils, soy beans and tofu. Do NOT include long green beans such as string beans, broad or winged beans, or pole beans."

**Include soybeans also called edamame, TOFU (BEAN CURD MADE FROM SOYBEANS), kidney, pinto, hummus, lentils, black, black-eyed peas, cow peas, lima beans and white beans.**

**Include bean burgers including garden burgers and veggie burgers.**

**Include falafel and tempeh.**

4. During the past two weeks, how many times per day, week, or month did you eat dark green vegetables for example broccoli or dark leafy greens including romaine, chard, collard greens or spinach?

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Each time a vegetable is eaten it counts as one time.**

**Include all raw leafy green salads including spinach, mesclun, romaine lettuce, bok choy, dark green leafy lettuce, dandelions, komatsuna, watercress, and arugula.**

**Do not include iceberg (head) lettuce if specifically told type of lettuce. Include all cooked greens including kale, collard greens, choys, turnip greens and mustard greens.**

5. During the past two weeks, how many times per day, week, or month did you eat orange-colored vegetables such as sweet potatoes, pumpkin, winter squash or carrots?

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if needed:** "Winter squash have hard, thick skins and deep yellow to orange flesh. They include acorn, buttercup, and spaghetti squash."

**Include all forms of carrots including long or baby-cut.**

**Include carrot-slaw (e.g. shredded carrots with or without other vegetables or fruit).**

**Include all forms of sweet potatoes including baked, mashed, casserole, pie, or sweet potatoes fries.**

**Include all hard-winter squash varieties including acorn, autumn cup, banana, butternut, buttercup, delicate, hubbard, kabocha (Also known as an Ebisu, Delica, Hoka, Hokkaido, or Japanese Pumpkin; blue kuri), and spaghetti squash.**

**Include all forms including soup.**

**Include pumpkin, including pumpkin soup and pie. Do not include pumpkin bars, cake, bread or other grain-based desert-type food containing pumpkin (i.e. similar to banana bars, zucchini bars we do not include).**

6. Not counting what you just told me about, during the past two weeks, about how many times per day, week, or month did you eat OTHER vegetables? Examples of other vegetables include tomatoes, tomato juice or V-8 juice, corn, eggplant, peas, lettuce, cabbage, and white potatoes that are not fried such as baked or mashed potatoes.

- Per day
- Per week
- Per month
- Never
- Don't know / Not sure
- Refused

**Read only if needed:** "Do not count vegetables you have already counted, and do not include fried potatoes."

**Include corn, peas, tomatoes, okra, beets, cauliflower, bean sprouts, avocado, cucumber, onions, peppers (red, green, yellow, orange); all cabbage including American-style cole-slaw; mushrooms, snow peas, snap peas, broad beans, string, wax-, or pole-beans.**

**Include any form of the vegetable (raw, cooked, canned, or frozen).**

**DO include tomato juice if respondent did not count in fruit juice.**

**Include culturally and geographically appropriate vegetables that are not mentioned (e.g. daikon, jicama, oriental cucumber, etc.).**

**Do not include rice or other grains.**

**Do not include products consumed usually as condiments including ketchup, catsup, salsa, chutney and relish.**

7. About how many cups of FRUIT (including 100% pure fruit juice) do you eat or drink each day?

\_\_\_\_\_ cups

8. About how many cups of VEGETABLES (including 100% vegetable juice) do you eat or drink each day?

\_\_\_\_\_ cups

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This is the end. Thank you!

### Interview 3.

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Please take some time to complete this questionnaire. It is not a test. You won't be graded.

- Your answers are private. We will not tell anyone what you say
  - Please take your time and answer carefully
  - Say what you do – not what you think you should do.
- 

**Ask ONLY IF participant watched “Tails” lesson. If participant watched “Heads” lesson, go to the next section.**

First, we want to ask you some questions about the lesson you watched.

11. What do you remember MOST about the lesson? **Write comments.**

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12. What did you LIKE about the lesson? **Write comments.**

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13. What, if anything, did you DISLIKE about the lesson? **Write comments.**

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14. What, if anything, could we do to IMPROVE the lesson? **Write comments.**

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This next questions are about the three emails that were sent to you one, two, and three months after you watched the lesson (the one you saw the first time we met).

1. Did you open the first email? Y.....N
2. (If Y) Did you watch the video? Y.....N
3. (If Y) Was the information you received helpful? Y...N
4. Did you try the recipe you saw? Y.....N
  
5. Did you open the second email? Y.....N
6. (If Y) Did you watch the video? Y.....N
7. (If Y) Was the information you received helpful? Y.....N
8. Did you try the recipe you saw? Y.....N
  
9. Did you open the third email? Y.....N
10. (If Y) Did you watch the video? Y.....N
11. (If Y) Was the information you received helpful? Y...N
12. Did you try the recipe you saw? Y.....N

---

The next statements are about the WIC Farmers' Market Nutrition Program.  
Please indicate whether each statement is true or false. **Circle T or F.**

15. The WIC Farmers' Market Nutrition Program is a program that provides vouchers to WIC participants (in addition to their regular WIC benefits) to buy fruits and vegetables at farmers' markets. T.....F
  16. A farmers' market is a group of stalls or booths (it could be indoors or outdoors) where farmers sell their fruits and vegetables directly to customers. T.....F
  17. Farmers' market vouchers cannot be used at the supermarket – they are just for farmers' markets. T.....F
  18. Cash Value Vouchers can be used at farmers' markets. T.....F
  19. Each household member who qualifies gets two \$10 farmers' market vouchers in addition to their regular WIC benefits. T.....F
  20. Farmers' market vouchers can only be used to buy fruits and vegetables grown in New Jersey. T.....F
  21. Not all farmers at farmers' markets accept the farmers' market vouchers. T.....F
-



The next statements express beliefs about fruits and vegetables sold at farmers' markets. As I read each, please indicate how much you feel this way (1 = do not feel this at all, 7 = feel this very much). **Circle number (1-7).**

	Not at all ..... Very Much						
	1	2	3	4	5	6	7
1. I don't like the way farmers' market fruits and vegetables look.	1	2	3	4	5	6	7
2. Fruits and vegetables sold at farmers' markets are not a good value.	1	2	3	4	5	6	7
3. At the farmers' market, fruits and vegetables are sold under unsanitary conditions.	1	2	3	4	5	6	7
4. I don't trust fruits and vegetables sold at farmers' markets because I don't know the farmers.	1	2	3	4	5	6	7
5. I don't trust fruits and vegetables sold at farmers' markets because they are sold outside.	1	2	3	4	5	6	7
6. It's not worth the separate trip to the farmers' market to buy fruits and vegetables.	1	2	3	4	5	6	7

The next statements describe things people might do to keep fruits and vegetables safe (by safe we mean preserve their quality and freshness and reduce the chances that harmful bacteria will come in contact with them). Please indicate how often you do these things (1 = never, 4 = sometimes, 7 = always). **Circle number (1-7).**

<i><b>When shopping for fruits and vegetables, how often do you...</b></i>	Never ..... Always						
	1	2	3	4	5	6	7
9. Choose pre-cut items (like a watermelon wedge) only if they are refrigerated or surrounded by ice?	1	2	3	4	5	6	7
10. Bag fruits and vegetables separately from meat, poultry and seafood for the trip home?	1	2	3	4	5	6	7
11. Ask if fresh-squeezed juice or cider sold by the glass has been treated to kill harmful bacteria?	1	2	3	4	5	6	7
12. Check the container when buying juice sold in boxes, bottles, and cans for information on whether the juice has been treated to kill harmful bacteria?	1	2	3	4	5	6	7

<i><b>When storing fruits and vegetables, how often do you...</b></i>	Never ..... Always						
	1	2	3	4	5	6	7
11. Store tomatoes, cucumbers, green peppers and melons at room temperature?	1	2	3	4	5	6	7
12. Store fruits and vegetables in plastic bags with tiny pin holes?	1	2	3	4	5	6	7
13. Store vegetables that are sensitive to ethylene gas away from fruits that give off the gas?	1	2	3	4	5	6	7
14. Refrigerate fruits and vegetables that are pre-cut or peeled?	1	2	3	4	5	6	7
15. Store fruits and vegetables in the refrigerator away from raw meat, poultry, seafood, and eggs?	1	2	3	4	5	6	7

<i><b>When preparing fruits and vegetables, how often do you...</b></i>	Never ..... Always						
	1	2	3	4	5	6	7
11. Wash fruits and vegetables with soap, bleach, or detergent?	1	2	3	4	5	6	7
12. Dry fruits and vegetables with a clean cloth or paper towel after rinsing?	1	2	3	4	5	6	7
13. Wash fruits and vegetables sold in packages marked "prewashed" or "ready-to-eat"?	1	2	3	4	5	6	7
14. Wash cutting boards, dishes, utensils and countertops with soap and hot water between the preparation of raw meat, poultry, and seafood and the preparation of fruits and vegetables that will be eaten raw?	1	2	3	4	5	6	7

- 
15. Avoid eating raw or lightly cooked sprouts of any kind?  
[Describe if she is not sure what sprouts look like].                    1        2        3        4        5        6        7

The next questions are about farmers' markets. Please answer Yes or No. **Circle Y or N.**

21. Do you know of a farmers' market near you where the farmers accept WIC Farmers' Market and Cash Value Vouchers? The Farmers Market Vouchers are the green vouchers I showed you when we met and the Cash Value Vouchers are the blue vouchers we looked at. A farmers' market is a group of stalls or booths (it could be indoors or outdoors) where farmers sell their fruits and vegetables directly to customers. Y.....N

**If participant answered yes to Q1, ask Q1a-Q1c. If participant answered no to Q1, skip Q1a-Q1c (go to Q2).**

- a. Do you know what time of year the market is open? Y.....N
  - b. Do you know the hours of operation? Y.....N
  - c. Do you know how to get to the market? Y.....N
22. Have you ever purchased fruits and vegetables at a farmers' market? Y.....N

**If participant answered yes to Q2, ask Q3. If participant answered no to Q2, skip Question 3 (go to Q10).**

23. Have you purchased fruits and vegetables at a farmers' market in the past two weeks? Y.....N

**If participant answered yes to Q3, ask Q4-Q9. If participant answered no to Q3, skip Q4-Q9 (go to Q10).**

24. Was this your first time at a farmers' market? Y.....N

During this trip to the market, did you ask farmers...

25. If they accept WIC Farmers' Market and Cash Value Vouchers? Y.....N

26. About fruits and vegetables that were unfamiliar to you? Y.....N

27. How to store fruits and vegetables? Y.....N

28. How to prepare fruits and vegetables? Y.....N

29. How did you pay for your fruits and vegetables? Choose all that apply.

- a. My own money Y.....N
- b. Cash Value Vouchers Y.....N
  - i. (If Yes) How many vouchers did you use? **Write in number.** \_\_\_\_\_
- c. Farmers' Market vouchers Y.....N.....Not applicable (I didn't get farmers' market vouchers from WIC)
  - i. (If Yes) How many vouchers did you use? **Write in number.** \_\_\_\_\_

30. Do you intend to purchase fruits and vegetables at a farmers' market *in the next two weeks*? Y.....N

---

The next questions are about fruits and vegetables. **Circle Y/N, T/F or letter answer (a, b, or c).**

27. Which of the following are you likely to find at farmers' markets in the month of July?

- |                             |                        |
|-----------------------------|------------------------|
| Cucumbers: Y.....N          | Yellow squash: Y.....N |
| String beans: Y.....N       | Green peppers: Y.....N |
| Zucchini: Y.....N           | Kale: Y.....N          |
| Green leaf lettuce: Y.....N | Blueberries: Y.....N   |
| Peaches: Y.....N            | Cantaloupe: Y.....N    |

Corn: Y.....N

Tomatoes: Y.....N

Which of the following should you look for when shopping for blueberries?

- g. Berries with a powdery natural protective coating. Y.....N
  - h. Berries that are deep purple blue to blue-black in color. Y.....N
  - i. Berries that look soft, shriveled or watery. Y.....N
28. Where should blueberries be stored? Choose one answer.
- g. On the countertop at room temperature
  - h. On the countertop first but then moved to the refrigerator
  - i. In the refrigerator
29. True or false. Storing blueberries on the same shelf as vegetables is not recommended because they give off a gas that will make the vegetables age quicker. T.....F
30. True or false. Although blueberries are edible, the leaves and stems of the plant they grow on are not. T.....F
31. Which of the following should you look for when shopping for yellow summer squash?
- a. Squash that are firm and heavy for their size. Y.....N
  - b. Squash with glossy, brightly colored skin. Y.....N
  - c. Squash with a hard, tough surface. Y.....N
32. Where should yellow summer squash be stored? Choose one answer. **Circle one.**
- g. On the countertop at room temperature
  - h. On the countertop first but then moved to the refrigerator
  - i. In the refrigerator
33. True or false. Yellow summer squash is sensitive to ethylene gas, so it should be stored away from fruits that give off the gas. T.....F
34. True or false. The entire squash plant (the leaves, branches, flowers, and squash) is edible. T.....F
35. Which of the following should you look for when shopping for kale?
- a. Bunches that are dark-colored with small to medium leaves. Y.....N
  - b. Bunches with brown or yellow leaves. Y.....N
  - c. Bunches that are small because they will be more tender. Y.....N
36. Where should kale be stored? Choose one answer.
- a. On the countertop at room temperature
  - b. On the countertop first but then moved to the refrigerator
  - c. In the refrigerator
37. True or false. Kale is sensitive to ethylene gas and will wilt sooner if it is stored next to fruits that give off the gas. T.....F
38. True or false. The leaves and stems of the kale plant are edible (though the stems can be tough). T.....F
-

The next statements describe rewards of eating locally grown fruits and vegetables (fruits and vegetables grown in NJ). As I read each, please indicate (Y/N) if the reward is personally important to you. **Circle Y or N.**

Locally grown fruits and vegetables...

- 11. Are fresh. Y.....N
- 12. Provide the most nutrients. Y.....N
- 13. Are full of flavor. Y.....N
- 14. I can get good amounts for my money. Y.....N
- 15. Buying locally grown fruits and vegetables is good for the community -- it helps local farmers stay in business. Y.....N

The next questions are about fruits and vegetables grown in New Jersey. I'm going to read through a list of items. As I do, I will ask you if you 1) know what the food is and 2) how you would rate your skill in preparing it (1 = definitely could not make it, 7 = definitely could make it). **If participant answers "No" to knowledge question, DO NOT ask skill question.**

Item	Know what this is?		Skill in preparing						
	Y	N	1	2	3	4	5	6	7
25. Blueberries	Y	N	1	2	3	4	5	6	7
26. Cantaloupe	Y	N	1	2	3	4	5	6	7
27. Corn	Y	N	1	2	3	4	5	6	7
28. Cucumbers	Y	N	1	2	3	4	5	6	7
29. Green peppers	Y	N	1	2	3	4	5	6	7
30. Kale	Y	N	1	2	3	4	5	6	7
31. Lettuce	Y	N	1	2	3	4	5	6	7
32. Peaches	Y	N	1	2	3	4	5	6	7
33. String beans	Y	N	1	2	3	4	5	6	7
34. Tomatoes	Y	N	1	2	3	4	5	6	7
35. Yellow summer squash	Y	N	1	2	3	4	5	6	7
36. Zucchini	Y	N	1	2	3	4	5	6	7

These next questions are about the fruits and vegetables you ate or drank during the past two weeks. Please think about all forms of fruits and vegetables including cooked or raw, fresh, frozen or canned. Please think about all meals, snacks, and food consumed at home and away from home.

I will be asking how often you ate or drank each one: for example, once a day, twice a week, three times a month, and so forth.

**If respondent responds less than once per month, put “0” times per month. If respondent gives a number without a time frame, ask: “Was that per day, week, or month?”**

1. During the past two weeks, how many times per day, week or month did you drink 100% PURE fruit juices?  
Do not include fruit-flavored drinks with added sugar or fruit juice you made at home and added sugar to.  
Only include 100% juice.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Do not include fruit drinks with added sugar or other added sweeteners like Kool-aid, Hi-C, lemonade, cranberry cocktail, Tampico, Sunny Delight, Snapple, Fruitopia, Gatorade, Power-Ade, or yogurt drinks.**

**Do not include fruit juice drinks that provide 100% daily vitamin C but include added sugar. Do not include vegetable juices such as tomato and V8 if respondent provides but include in “other vegetables” in question 6.**

**DO include 100% pure juices including orange, mango, papaya, pineapple, apple, grape (white or red), or grapefruit. Only count cranberry juice if the R perception is that it is 100% juice with no sugar or artificial sweetener added. 100% juice blends such as orange-pineapple, orange-tangerine, cranberry-grape are also acceptable as are fruit-vegetable 100% blends. 100% pure juice from concentrate (i.e., reconstituted) is counted.**

2. During the past two weeks, not counting juice, how many times per day, week, or month did you eat fruit?  
Count fresh, frozen, or canned fruit.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if necessary:** “Your best guess is fine. Include apples, bananas, applesauce, oranges, grape fruit, fruit salad, watermelon, cantaloupe or musk melon, papaya, lychees, star fruit, pomegranates, mangos, grapes, and berries such as blueberries and strawberries.”

**Do not count fruit jam, jelly, or fruit preserves.**

**Do not include dried fruit in ready-to-eat cereals.**

**DO include dried raisins, cran-raisins if respondent tells you - but due to their small serving size they are not included in the prompt.**

**DO include cut up fresh, frozen, or canned fruit added to yogurt, cereal, jello, and other meal items.**

**Include culturally and geographically appropriate fruits that are not mentioned (e.g. genip, soursop, sugar apple, figs, tamarind, bread fruit, sea grapes, carambola, longans, lychees, akee, rambutan, etc.).**

3. During the past two weeks, how many times per day, week, or month did you eat cooked or canned beans, such as refried, baked, black, garbanzo beans, beans in soup, soybeans, edamame, tofu or lentils. Do NOT include long green beans.

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if necessary:** "Include round or oval beans or peas such as navy, pinto, split peas, cow peas, hummus, lentils, soy beans and tofu. Do NOT include long green beans such as string beans, broad or winged beans, or pole beans."

**Include soybeans also called edamame, TOFU (BEAN CURD MADE FROM SOYBEANS), kidney, pinto, hummus, lentils, black, black-eyed peas, cow peas, lima beans and white beans.**

**Include bean burgers including garden burgers and veggie burgers.**

**Include falafel and tempeh.**

4. During the past two weeks, how many times per day, week, or month did you eat dark green vegetables for example broccoli or dark leafy greens including romaine, chard, collard greens or spinach?

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Each time a vegetable is eaten it counts as one time.**

**Include all raw leafy green salads including spinach, mesclun, romaine lettuce, bok choy, dark green leafy lettuce, dandelions, komatsuna, watercress, and arugula.**

**Do not include iceberg (head) lettuce if specifically told type of lettuce. Include all cooked greens including kale, collard greens, choys, turnip greens and mustard greens.**

5. During the past two weeks, how many times per day, week, or month did you eat orange-colored vegetables such as sweet potatoes, pumpkin, winter squash or carrots?

Per day  
 Per week  
 Per month  
 Never  
 Don't know / Not sure  
 Refused

**Read only if needed:** "Winter squash have hard, thick skins and deep yellow to orange flesh. They include acorn, buttercup, and spaghetti squash."

**Include all forms of carrots including long or baby-cut.**

**Include carrot-slaw (e.g. shredded carrots with or without other vegetables or fruit).**

**Include all forms of sweet potatoes including baked, mashed, casserole, pie, or sweet potatoes fries.**

**Include all hard-winter squash varieties including acorn, autumn cup, banana, butternut, buttercup, delicate, hubbard, kabocha (Also known as an Ebisu, Delica, Hoka, Hokkaido, or Japanese Pumpkin; blue kuri), and spaghetti squash.**

**Include all forms including soup.**

**Include pumpkin, including pumpkin soup and pie. Do not include pumpkin bars, cake, bread or other grain-based desert-type food containing pumpkin (i.e. similar to banana bars, zucchini bars we do not include).**

6. Not counting what you just told me about, during the past two weeks, about how many times per day, week, or month did you eat OTHER vegetables? Examples of other vegetables include tomatoes, tomato juice or V-8 juice, corn, eggplant, peas, lettuce, cabbage, and white potatoes that are not fried such as baked or mashed potatoes.

- Per day
- Per week
- Per month
- Never
- Don't know / Not sure
- Refused

**Read only if needed:** "Do not count vegetables you have already counted, and do not include fried potatoes."

**Include corn, peas, tomatoes, okra, beets, cauliflower, bean sprouts, avocado, cucumber, onions, peppers (red, green, yellow, orange); all cabbage including American-style cole-slaw; mushrooms, snow peas, snap peas, broad beans, string, wax-, or pole-beans.**

**Include any form of the vegetable (raw, cooked, canned, or frozen).**

**DO include tomato juice if respondent did not count in fruit juice.**

**Include culturally and geographically appropriate vegetables that are not mentioned (e.g. daikon, jicama, oriental cucumber, etc.).**

**Do not include rice or other grains.**

**Do not include products consumed usually as condiments including ketchup, catsup, salsa, chutney and relish.**

7. About how many cups of FRUIT (including 100% pure fruit juice) do you eat or drink each day?

\_\_\_\_\_ cups

8. About how many cups of VEGETABLES (including 100% vegetable juice) do you eat or drink each day?

\_\_\_\_\_ cups

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This is the end. Thank you!

**Interview 4**

Please take some time to complete this questionnaire. It is not a test. You won't be graded.

- Your answers are private. We will not tell anyone what you say
- Please take your time and answer carefully
- Say what you do – not what you think you should do.

**Ask ONLY IF participant watched “Tails” lesson. If participant watched “Heads” lesson, go to the next section.**

First, we want to ask you a question about the lesson you watched.

15. What do you remember MOST about the lesson? **Write comments.**

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**HEADS LESSON START HERE**



The next statements are about the WIC Farmers' Market Nutrition Program. Please indicate whether each statement is true or false. **Circle T or F.**

- 
22. The WIC Farmers' Market Nutrition Program is a program that provides vouchers to WIC participants (in addition to their regular WIC benefits) to buy fruits and vegetables at farmers' markets. T.....F
- 
23. A farmers' market is a group of stalls or booths (it could be indoors or outdoors) where farmers sell their fruits and vegetables directly to customers. T.....F
- 
24. Farmers' market vouchers cannot be used at the supermarket – they are just for farmers' markets. T.....F
- 
25. Cash Value Vouchers can be used at farmers' markets. T.....F
- 
26. Each household member who qualifies gets two \$10 farmers' market vouchers in addition to their regular WIC benefits. T.....F
- 
27. Farmers' market vouchers can only be used to buy fruits and vegetables grown in New Jersey. T.....F
- 
28. Not all farmers at farmers' markets accept the farmers' market vouchers. T.....F
-



The next statements express beliefs about fruits and vegetables sold at farmers' markets. As I read each, please indicate how much you feel this way (1 = do not feel this at all, 7 = feel this very much). **Circle number (1-7).**

	Not at all ..... Very Much						
	1	2	3	4	5	6	7
7. I don't like the way farmers' market fruits and vegetables look.	1	2	3	4	5	6	7
8. Fruits and vegetables sold at farmers' markets are not a good value.	1	2	3	4	5	6	7
9. At the farmers' market, fruits and vegetables are sold under unsanitary conditions.	1	2	3	4	5	6	7
10. I don't trust fruits and vegetables sold at farmers' markets because I don't know the farmers.	1	2	3	4	5	6	7
11. I don't trust fruits and vegetables sold at farmers' markets because they are sold outside.	1	2	3	4	5	6	7
12. It's not worth the separate trip to the farmers' market to buy fruits and vegetables.	1	2	3	4	5	6	7

The next statements describe things people might do to keep fruits and vegetables safe (by safe we mean preserve their quality and freshness and reduce the chances that harmful bacteria will come in contact with them). Please indicate how often you do these things (1 = never, 4 = sometimes, 7 = always). **Circle number (1-7).**

<i>When shopping for fruits and vegetables, how often do you...</i>	Never ..... Always						
	1	2	3	4	5	6	7
13. Choose pre-cut items (like a watermelon wedge) only if they are refrigerated or surrounded by ice?	1	2	3	4	5	6	7
14. Bag fruits and vegetables separately from meat, poultry and seafood for the trip home?	1	2	3	4	5	6	7
15. Ask if fresh-squeezed juice or cider sold by the glass has been treated to kill harmful bacteria?	1	2	3	4	5	6	7
16. Check the container when buying juice sold in boxes, bottles, and cans for information on whether the juice has been treated to kill harmful bacteria?	1	2	3	4	5	6	7

<i>When storing fruits and vegetables, how often do you...</i>	Never ..... Always						
	1	2	3	4	5	6	7
16. Store tomatoes, cucumbers, green peppers and melons at room temperature?	1	2	3	4	5	6	7
17. Store fruits and vegetables in plastic bags with tiny pin holes?	1	2	3	4	5	6	7
18. Store vegetables that are sensitive to ethylene gas away from fruits that give off the gas?	1	2	3	4	5	6	7
19. Refrigerate fruits and vegetables that are pre-cut or peeled?	1	2	3	4	5	6	7
20. Store fruits and vegetables in the refrigerator away from raw meat, poultry, seafood, and eggs?	1	2	3	4	5	6	7

<i>When preparing fruits and vegetables, how often do you...</i>	Never ..... Always						
	1	2	3	4	5	6	7
16. Wash fruits and vegetables with soap, bleach, or detergent?	1	2	3	4	5	6	7
17. Dry fruits and vegetables with a clean cloth or paper towel after rinsing?	1	2	3	4	5	6	7
18. Wash fruits and vegetables sold in packages marked "prewashed" or "ready-to-eat"?	1	2	3	4	5	6	7
19. Wash cutting boards, dishes, utensils and countertops with soap and hot water between the preparation of raw meat, poultry, and seafood and the preparation of fruits and vegetables that will be eaten raw?	1	2	3	4	5	6	7

20. Avoid eating raw or lightly cooked sprouts of any kind?  
 [Describe if she is not sure what sprouts look like].

	1	2	3	4	5	6	7
--	---	---	---	---	---	---	---

The next questions are about farmers' markets. Please answer Yes or No. **Circle Y or N.**

31. Do you know of a farmers' market near you where the farmers accept WIC Farmers' Market and Cash Value Vouchers? **The Farmers Market Vouchers are the green vouchers I showed you when we met and the Cash Value Vouchers are the blue vouchers we looked at.** A farmers' market is a group of stalls or booths (it could be indoors or outdoors) where farmers sell their fruits and vegetables directly to customers.

Y.....N

**If participant answered yes to Q1, ask Q1a-Q1c. If participant answered no to Q1, skip Q1a-Q1c (go to Q2).**

- |  |         |
|--|---------|
| a. Do you know what time of year the market is open? | Y.....N |
| b. Do you know the hours of operation?               | Y.....N |
| c. Do you know how to get to the market?             | Y.....N |

32. Have you ever purchased fruits and vegetables at a farmers' market?

Y.....N

**If participant answered yes to Q2, ask Q3. If participant answered no to Q2, skip Question 3 (go to Q10).**

33. Have you purchased fruits and vegetables at a farmers' market? In the past two weeks?

Y.....N

**If participant answered yes to Q3, ask Q4-Q9. If participant answered no to Q3, skip Q4-Q9 (go to Q10).**

34. Was this your first time at a farmers' market?

Y.....N

**During this trip to the market, did you ask farmers...**

35. If they accept WIC Farmers' Market and Cash Value Vouchers?

Y.....N

36. About fruits and vegetables that were unfamiliar to you?

Y.....N

37. How to store fruits and vegetables?

Y.....N

38. How to prepare fruits and vegetables?

Y.....N

39. How did you pay for your fruits and vegetables? **Choose all that apply.**

a. My own money

Y.....N

b. Cash Value Vouchers

Y.....N

(If Yes) How many vouchers did you use? **Write in number.** \_\_\_\_\_

c. Farmers' Market vouchers

Y.....N

(If Yes) How many vouchers did you use? **Write in number.** \_\_\_\_\_

40. Do you intend to purchase fruits and vegetables at a farmers' market *in the next two weeks?*

Y.....N

The next questions are about fruits and vegetables. **Circle Y/N, T/F or letter answer (a, b, or c).**

39. Which of the following are you likely to find at farmers' markets in the month of July?

Cucumbers:	Y.....N	Yellow squash:	Y.....N
String beans:	Y.....N	Green peppers:	Y.....N
Zucchini:	Y.....N	Kale:	Y.....N

Green leaf lettuce:	Y.....N	Blueberries:	Y.....N
Peaches:	Y.....N	Cantaloupe:	Y.....N
Corn:	Y.....N	Tomatoes:	Y.....N

40. Which of the following should you look for when shopping for blueberries?

j. Berries with a powdery natural protective coating.	Y.....N
k. Berries that are deep purple blue to blue-black in color.	Y.....N
l. Berries that look soft, shriveled or watery.	Y.....N

41. Where should blueberries be stored? **Circle one.**

j. On the countertop at room temperature
k. On the countertop first but then moved to the refrigerator
l. In the refrigerator

42. True or false. Storing blueberries on the same shelf as vegetables is not recommended because they give off a gas that will make the vegetables age quicker. T.....F

43. True or false. Although blueberries are edible the leaves and stems of the plant they grow on are not. T.....F

44. Which of the following should you look for when shopping for yellow summer squash?

a. Squash that are firm and heavy for their size.	Y.....N
b. Squash with glossy, brightly colored skin.	Y.....N
c. Squash with a hard, tough surface.	Y.....N

45. Where should yellow summer squash be stored? Choose one answer. **Circle one.**

j. On the countertop at room temperature
k. On the countertop first but then moved to the refrigerator
l. In the refrigerator

46. True or false. Yellow summer squash is sensitive to ethylene gas so it should be stored away from fruits that give off the gas. T.....F

47. True or false. The entire squash plant (the leaves, branches, flowers, and squash) is edible. T.....F

10. Which of the following should you look for when shopping for kale?

a. Bunches that are dark-colored with small to medium leaves.	Y.....N
b. Bunches with brown or yellow leaves.	Y.....N
c. Bunches that are small because they will be more tender.	Y.....N

49. Where should kale be stored? **Circle one.**

a. On the countertop at room temperature
--

- 
- b. On the countertop first but then moved to the refrigerator
- 
- c. In the refrigerator
- 

50. True or false. Kale is sensitive to ethylene gas and will wilt sooner if it is stored next to fruits that give off the gas. T.....F
51. True of false. The leaves and stems of the kale plant are edible (though the stems can be tough). T.....F
- 

The next statements describe rewards of eating locally grown fruits and vegetables (fruits and vegetables grown in NJ). As I read each, please indicate (Y/N) if the reward is personally important to you. **Circle Y or N.**

Locally grown fruits and vegetables...

- 
16. Are fresh. Y.....N
- 
17. Provide the most nutrients. Y.....N
- 
18. Are full of flavor. Y.....N
- 
19. I can get good amounts for my money. Y.....N
- 
20. Buying locally grown fruits and vegetables is good for the community -- it helps local farmers stay in business. Y.....N
- 

The next questions are about fruits and vegetables grown in New Jersey. I'm going to read through a list of items. As I do, I will ask you if you 1) know what the food is and 2) how you would rate your skill in preparing it (1 = definitely could not make it, 7 = definitely could make it). **If participant answers "No" to knowledge question, DO NOT ask skill question.**

Item	Know what this is?		Skill in preparing							
	Y	N	Definitely could not make	1	2	3	4	5	6	7
37. Blueberries	Y	N	1	2	3	4	5	6	7	
38. Cantaloupe	Y	N	1	2	3	4	5	6	7	
39. Corn	Y	N	1	2	3	4	5	6	7	
40. Cucumbers	Y	N	1	2	3	4	5	6	7	
41. Green peppers	Y	N	1	2	3	4	5	6	7	
42. Kale	Y	N	1	2	3	4	5	6	7	
43. Lettuce	Y	N	1	2	3	4	5	6	7	
44. Peaches	Y	N	1	2	3	4	5	6	7	

45. String beans	Y	N	1	2	3	4	5	6	7
46. Tomatoes	Y	N	1	2	3	4	5	6	7
47. Yellow summer squash	Y	N	1	2	3	4	5	6	7
48. Zucchini	Y	N	1	2	3	4	5	6	7

These next questions are about the fruits and vegetables you ate or drank during the past two weeks. Please think about all forms of fruits and vegetables including cooked or raw, fresh, frozen or canned. Please think about all meals, snacks, and food consumed at home and away from home.

I will be asking how often you ate or drank each one: for example, once a day, twice a week, three times a month, and so forth.

**If respondent responds less than once per month, put “0” times per month. If respondent gives a number without a time frame, ask: “Was that per day, week, or month?”**

1. During the past two weeks, how many times per day, week or month did you drink 100% PURE fruit juices? Do not include fruit-flavored drinks with added sugar or fruit juice you made at home and added sugar to. Only include 100% juice.

- \_\_\_ Per day
- \_\_\_ Per week
- \_\_\_ Per month
- \_\_\_ Never
- \_\_\_ Don't know / Not sure
- \_\_\_ Refused

**Do not include fruit drinks with added sugar or other added sweeteners like Kool-aid, Hi-C, lemonade, cranberry cocktail, Tampico, Sunny Delight, Snapple, Fruitopia, Gatorade, Power-Ade, or yogurt drinks.**

**Do not include fruit juice drinks that provide 100% daily vitamin C but include added sugar. Do not include vegetable juices such as tomato and V8 if respondent provides but include in “other vegetables” in question 6.**

**DO include 100% pure juices including orange, mango, papaya, pineapple, apple, grape (white or red), or grapefruit. Only count cranberry juice if the R perception is that it is 100% juice with no sugar or artificial sweetener added. 100% juice blends such as orange-pineapple, orange-tangerine, cranberry-grape are also acceptable as are fruit-vegetable 100% blends. 100% pure juice from concentrate (i.e., reconstituted) is counted.**

2. During the past two weeks, not counting juice, how many times per day, week, or month did you eat fruit? Count fresh, frozen, or canned fruit.

- \_\_\_ Per day
- \_\_\_ Per week
- \_\_\_ Per month
- \_\_\_ Never
- \_\_\_ Don't know / Not sure
- \_\_\_ Refused

**Read only if necessary:** “Your best guess is fine. Include apples, bananas, applesauce, oranges, grape fruit, fruit salad, watermelon, cantaloupe or musk melon, papaya, lychees, star fruit, pomegranates, mangos, grapes, and berries such as blueberries and strawberries.”

**Do not count fruit jam, jelly, or fruit preserves.**

**Do not include dried fruit in ready-to-eat cereals.**

**DO include dried raisins, cran-raisins if respondent tells you - but due to their small serving size they are not included in the prompt.**

**DO include cut up fresh, frozen, or canned fruit added to yogurt, cereal, jello, and other meal items.**

**Include culturally and geographically appropriate fruits that are not mentioned (e.g. genip, soursop, sugar apple, figs, tamarind, bread fruit, sea grapes, carambola, longans, lychees, akee, rambutan, etc.).**

During the past two weeks, how many times per day, week, or month did you eat cooked or canned beans, such as refried, baked, black, garbanzo beans, beans in soup, soybeans, edamame, tofu or lentils. Do NOT include long green beans.

Per day

Per week

Per month

Never

Don't know / Not sure

Refused

**Read only if necessary:** “Include round or oval beans or peas such as navy, pinto, split peas, cow peas, hummus, lentils, soy beans and tofu. Do NOT include long green beans such as string beans, broad or winged beans, or pole beans.”

**Include soybeans also called edamame, TOFU (BEAN CURD MADE FROM SOYBEANS), kidney, pinto, hummus, lentils, black, black-eyed peas, cow peas, lima beans and white beans.**

**Include bean burgers including garden burgers and veggie burgers.**

**Include falafel and tempeh.**

3. During the past two weeks, how many times per day, week, or month did you eat dark green vegetables for example broccoli or dark leafy greens including romaine, chard, collard greens or spinach?

Per day

Per week

Per month

Never

Don't know / Not sure

Refused

**Each time a vegetable is eaten it counts as one time.**

**Include all raw leafy green salads including spinach, mesclun, romaine lettuce, bok choy, dark green leafy lettuce, dandelions, komatsuna, watercress, and arugula.**

**Do not include iceberg (head) lettuce if specifically told type of lettuce. Include all cooked greens including kale, collard greens, choys, turnip greens and mustard greens.**

4. During the past two weeks, how many times per day, week, or month did you eat orange-colored vegetables such as sweet potatoes, pumpkin, winter squash or carrots?

Per day

Per week

- Per month
- Never
- Don't know / Not sure
- Refused

**Read only if needed:** “Winter squash have hard, thick skins and deep yellow to orange flesh. They include acorn, buttercup, and spaghetti squash.” **Include all forms of carrots including long or baby-cut. Include carrot-slaw (e.g. shredded carrots with or without other vegetables or fruit). Include all forms of sweet potatoes including baked, mashed, casserole, pie, or sweet potatoes fries. Include all hard-winter squash varieties including acorn, autumn cup, banana, butternut, buttercup, delicate, hubbard, kabocha (Also known as an Ebisu, Delica, Hoka, Hokkaido, or Japanese Pumpkin; blue kuri), and spaghetti squash. Include all forms including soup.**

**Include pumpkin, including pumpkin soup and pie. Do not include pumpkin bars, cake, bread or other grain-based desert-type food containing pumpkin (i.e. similar to banana bars, zucchini bars we do not include).**

5. Not counting what you just told me about, during the past two weeks, about how many times per day, week, or month did you eat OTHER vegetables? Examples of other vegetables include tomatoes, tomato juice or V-8 juice, corn, eggplant, peas, lettuce, cabbage, and white potatoes that are not fried such as baked or mashed potatoes.

- Per day
- Per week
- Per month
- Never
- Don't know / Not sure
- Refused

**Read only if needed:** “Do not count vegetables you have already counted, and do not include fried potatoes.”

**Include corn, peas, tomatoes, okra, beets, cauliflower, bean sprouts, avocado, cucumber, onions, peppers (red, green, yellow, orange); all cabbage including American-style cole-slaw; mushrooms, snow peas, snap peas, broad beans, string, wax-, or pole-beans.**

**Include any form of the vegetable (raw, cooked, canned, or frozen).**

**DO include tomato juice if respondent did not count in fruit juice.**

**Include culturally and geographically appropriate vegetables that are not mentioned (e.g. daikon, jicama, oriental cucumber, etc.).**

**Do not include rice or other grains.**

**Do not include products consumed usually as condiments including ketchup, catsup, salsa, chutney and relish.**

7. About how many cups of FRUIT (including 100% pure fruit juice) do you eat or drink each day?

\_\_\_\_\_ cups

8. About how many cups of VEGETABLES (including 100% vegetable juice) do you eat or drink each day?

\_\_\_\_\_ cups

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This is the end. Thank you!

### **Publications describing measures administered in the study**

1. Hager ER, Quigg AM, Black MM, Coleman SM, Heeren T, Rose-Jacobs R, et al. Development and validity of a 2-item screen to identify families at risk for food insecurity. *Pediatr.* 2010;126(1):e26-e32. **(food security status)**
2. Strahan R, Gerbasi KC. Short, homogenous versions of the Marlow-Crowne Social Desirability Scale. *J Clin Psychol.* 1972;28(2):191-193. **(social desirability trait)**
3. Centers for Disease Control and Prevention. 2013 Behavioral Risk Factor Surveillance System Questionnaire. Published December 28, 2012. [http://www.cdc.gov/brfss/questionnaires/pdf-ques/2013%20BRFSS\\_English.pdf](http://www.cdc.gov/brfss/questionnaires/pdf-ques/2013%20BRFSS_English.pdf). Accessed March 20, 2015. **(frequency of F/V intake)**
4. Yaroch AL, Tooze J, Thompson FE, Blanck HM, Thompson OM, Colon-Ramos O, et al. Evaluation of three short dietary instruments to assess fruit and vegetable intake: The National Cancer Institute's Food Attitudes and Behaviors (FAB) survey. *J Acad Nutr Diet.* 2012;112(10):1570-1577. **(quantity of F/V intake)**
5. Kreuter MW, Holmes K, Alcaraz K, Kalesan B, Rath S, Richert M, et al. Comparing narrative and informational videos to increase mammography in low-income African American women. *Patient Educ Couns.* 2010;81(Suppl):S6-S14. **(new information learned from lesson, talking to family and friends about new information learned, perceived novelty of lesson, and what was remembered most about lesson)**
6. Williams JH, Green MC, Kohler C, Allison JJ, Houston TK. Stories to communicate risks about tobacco: Development of a brief scale to measure transportation into a video story - The ACCE Project. *Health Educ J.* 2011;70:184-191. **(transportation into video narrative)**
7. Murphy ST, Frank LB, Chatterjee JS, Baezconde-Garbanati L. Narrative versus nonnarrative: The role of identification, transportation, and emotion in reducing health disparities. *J Commun.* 2013;63:116-137. **(identification with characters in lesson)**

### **Publications describing measures the investigators drew from in developing study instruments**

1. Anderson ES, Winett RA, Wojcik JR. Self-regulation, self-efficacy, outcome expectations, and social support: Social cognitive theory and nutrition behavior. *Ann Behav Med.* 2007;34:304-312.
2. Langenberg P, Ballesteros M, Feldman R, Damron D, Anliker J, Havas S. Psychosocial factors and intervention-associated changes in those factors as correlates of change in fruit and vegetable consumption in the Maryland WIC 5 A Day Promotion Program. *Ann Behav Med.* 2000;22:307-315.
3. Dibsall LA, Lambert N, Bobbin RF, Frewer LJ. Low-income consumers' attitudes and behaviour towards access, availability and motivation to eat fruit and vegetables. *Public Health Nutr.* 2003;6:159-168.
4. Williams LK, Thornton L, Crawford D, Ball K. Perceived quality and availability of fruit and vegetables are associated with perceptions of fruit and vegetable affordability among socio-economically disadvantaged women. *Public Health Nutr.* 2012;15:1262-1267.
5. Paramenter K, Wardle J. Development of a general nutrition knowledge questionnaire for adults. *Eur J Clin Nutr.* 1999;53:298-308.



6. Byrd-Bredbenner C, Maurer J, Wheatley V, Schaffner D, Bruhn C, Blalock L. Food safety self-reported behaviors and cognitions of young adults: Results of a national study. *J Food Prot.* 2007;70:1917-1926.
7. Kuo T, Dela Cruz H, Redelings M, Smith LV, Reporte R, Simon PA, et al. Use of a Self-Assessment Questionnaire for Food Safety Education in the Home Kitchen--Los Angeles County, California, 2006-2008. *MMWR Morb Mortal Wkly Rep.* 2010;59:1098-1101.
8. Resnicow K, Jackson A, Wang T, De AK, McCarty F, Dudley WN, et al. A motivational interviewing intervention to increase fruit and vegetable intake through black churches: Results of the Eat for Life trial. *Am J Public Health.* 2001;91:1686-1693.
9. Barton KL, Wrieden WL, Anderson AS. Validity and reliability of a short questionnaire for assessing the impact of cooking skills interventions. *J Hum Nutr Diet.* 2011;24:588-595.
10. Taylor AW, Coveney J, Ward PR, Henderson J, Meyer SB, Pilkington R, et al. Fruit and vegetable consumption: The influence of aspects associated with trust in food and safety and quality of food. *Public Health Nutr.* 2011;15:208-217.
11. Donkor F. Assessment of learner acceptance and satisfaction with video-based instructional materials for teaching practical skills at a distance. *Int Rev Res Open Dis.* 2011;12:74-92.