

Focus Group Discussion Guide

Welcome and introduction [to be read aloud by moderator]

Good [morning/afternoon/evening] and welcome to our focus group discussion. My name is [insert name] and assisting me is [insert name]. Thank you for taking the time to chat with us today about sugar drinks. By sugar drinks, we are talking about sodas and sweet teas that have sugar and also caffeine, for example, drinks like Coca-Cola, Pepsi, Mountain Dew, and Arizona Iced Tea.

So, we are meeting with kids, like you, to learn more about why you drink these drinks and how you would feel if you weren't able to drink them.

Focus group logistics and ground rules [to be read aloud by moderator]

- The discussion will last about 45 minutes
- We'd like everyone to participate
- Only one person talks at a time so that we can hear everyone's ideas
- There are no right or wrong answers
- Remember: you are the experts and we want to learn from you!
- It is okay if you have different ideas than the other people in the group. We want to gather as much information as we can, so anything that you can tell us will be very helpful.
- Ask the group if there are any questions before we get started

Discussion Questions

- 1. We are curious why kids drink sugar drinks like Coca-Cola, Pepsi, Mountain Dew, Dr. Pepper, and Arizona Iced Tea. Can you help us understand what makes you drink them? What are the reasons you drink these drinks?**
 - a. Possible probes depending on participant response:
 - i. Are there any other reasons?
 - ii. What do others think? Why do you drink them?
- 2. When you have sugar drinks, such as Coca-Cola, Pepsi, Mountain Dew, Dr. Pepper, and Arizona Iced Tea, how do you get them?**
 - a. Possible probes depending on participant response:
 - i. Where did you get the drink?
 - ii. Who were you with?
 - iii. What were you doing?
- 3. When you have sugar drinks, such as Coca-Cola, Pepsi, Mountain Dew, Dr. Pepper, and Arizona Iced Tea, how do they taste?**
 - a. Possible probes depending on participant response:
 - i. What in particular tastes {good, bad, etc.}?

4. When you have sugar drinks, such as Coca-Cola, Pepsi, Mountain Dew, Dr. Pepper, and Arizona Iced Tea, how do they make you feel?

a. Possible probes depending on participant response:

- i. What kind of sugar drinks?
- ii. How did you feel before drinking it?
- iii. How did you feel after drinking it?

5. Imagine if you weren't able to have any sugar drinks for two weeks. What would it be like?

a. Possible probes depending on participant response:

- i. Why?
- ii. How would you feel?
- iii. What would you drink instead? [what about water, milk, diet drinks?]
- iv. How long could you go without having any sugar drinks?
- v. Have you ever tried not drinking any sugar drinks? What happened?

6. Is there anything more that you'd like to tell us about why you drink sugar drinks and/or how you would feel if you weren't able to drink them for a couple of weeks?

7. We are almost out of time, so before we wrap up, we want to know - is there anything else about sugar drinks that you thought we would ask you?

Closing: Thank you so much for coming and sharing your thoughts and ideas with us. Please feel free to come up and ask us any questions you may have before you leave.