

## Participant Focus Group Questions

Opening question: What is your name and your favorite fruit or vegetable?

Introductory question: Think about the last couple times you went to the grocery store, which vouchers did you use? (After the answers summarize saying “we have found that most of the vouchers for milk, cheese, eggs, cereal, juice, and whole grains are used. However, we have found that about 25% of fruit and vegetable dollars are not being used. Many fruit and vegetable vouchers are used in partial amounts, and some not at all.)

Transition: Think about your last purchase with fruit and vegetable vouchers...(allow them to think for a little bit)

Key questions:

1. What has been your experience using the vouchers? (probing questions....were you able to use the voucher? Able to use the full amount? What issues or problems did you encounter?)
2. What makes it hard or causes problems using the fruit and vegetable vouchers?
3. What things could WIC staff do to make it easier?
4. What things could grocery stores do to make it easier?

Ending questions: Considering everything we talked about today, what is your best idea for change, whether at WIC or the grocery store, to help make sure everyone gets the full use of their fruit and vegetable voucher?