

March 23, 2004

Evaluation of Slogans and Concepts for USDA's Food Thermometer Education Campaign

Volume 1 Final Report

**Contract No. 53-3A94-98-03,
Delivery Order 23**

Prepared for

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Executive Summary

The U.S. Department of Agriculture’s Food Safety and Inspection Service (USDA, FSIS) is developing an education campaign designed to increase consumers’ use of food thermometers in daily cooking for all cuts of meat, including smaller cuts such as hamburgers and chicken breasts. The campaign, based on social marketing principles, is being targeted to a population segment composed of upscale suburban parents, characterized as “Boomburbs,” with children 10-years old or younger. FSIS wants a campaign slogan and concept that will convey to the target population that using a food thermometer is the *only* safe and effective way to prepare meat and poultry.

FSIS contracted with RTI International (RTI) to conduct four focus group discussions in Raleigh, North Carolina, and Bethesda, Maryland, with Boomburbs who have children 10-years old or younger. The purpose of the focus groups was to obtain participants’ opinions and preferences for possible slogans and concepts designed by The Helix Group, Inc. and The Baldwin Group, Inc. for USDA’s food thermometer education campaign.

ES.1 KEY FINDINGS

Table ES-1 shows the slogans evaluated in the focus groups. Although participants found the slogans “Seeing isn’t believing” and “Meat done right every time” to be attention getting, memorable, and their overall favorites, participants deemed the two “Is it done yet?” slogans to be the slogan most likely to encourage parents of young children to take action. Raleigh participants chose this

Exhibit ES-1. Slogans Evaluated in Focus Groups

Slogans	Raleigh, NC	Bethesda, MD
Meat done right every time.	•	•
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	•	•
Is it done yet? You can't tell by the color.	•	
Is it done yet? You can't tell by looking. Use a food thermometer to be sure.		•
Now it's done.	•	
It's not your mother's food thermometer.	•	

slogan because it uses a warning tone and helps to dispel the myth about relying on color to determine doneness. Bethesda participants chose this slogan primarily because the words “food thermometer” appear in the slogan. To accomplish the campaign’s objective, many participants believe the words “food thermometer” must appear in the slogan.

Participants evaluated two concepts for the food thermometer education campaign (see Appendix C). Concept A incorporates the image of a mother and daughter preparing a roast for dinner with accompanying text and brochure, and Concept B incorporates a family grilling hamburgers outside at a social function and includes icons of meats with proper internal temperatures.

The majority of participants chose Concept B (family grilling hamburgers) as the concept most likely to encourage parents of young children to take action. Most participants really liked the meat icons with the proper internal temperatures, and many participants liked the graphic of the hamburger with the disposable thermometer. Most participants liked the use of a small cut of meat (hamburgers) in this concept because the objective of the campaign is to promote food thermometer use in daily cooking. Although the majority of participants chose Concept B, most participants found this concept too busy, and some did not find the graphic of the family grilling very appealing. To improve Concept B, participants suggested removing the plaid border and using less text.

ES.2 RECOMMENDATIONS

Based on the focus group findings, we offer the following recommendations for refining the slogans and concepts:

- Include the words “food thermometer” in the concept’s slogan to prompt consumers to use a food thermometer.
- Include meat icons with proper internal temperatures in the concept to inform consumers and catch their attention.
- Use a graphic with a small cut of meat (e.g., chicken breasts or hamburgers) to communicate the food safety message to use food thermometers in daily cooking.
- Use a graphic that prominently displays a food thermometer.
- Use a graphic that has children as its focus because the campaign is targeted to parents of young children.
- Use updated, realistic graphics that are appealing to consumers.
- Keep the concept simple and attractive so it catches consumers’ attention.
- Limit written information; use bullets instead of lengthy text.

1

Introduction

The U.S. Department of Agriculture’s Food Safety and Inspection Service (USDA, FSIS) is developing an education campaign designed to increase consumers’ use of food thermometers in daily cooking for all cuts of meat, including smaller cuts such as hamburgers and chicken breasts. The campaign, based on social marketing principles, is being targeted to a population segment composed of upscale suburban parents, characterized as “Boomburbs,” with children 10-years old or younger. FSIS wants a campaign slogan and concept that will convey to the target population that using a food thermometer is the *only* safe and effective way to prepare meat and poultry.

FSIS contracted with RTI International (RTI) to conduct four focus group discussions in Raleigh, North Carolina, and Bethesda, Maryland, with individuals characterized as Boomburbs who have children 10-years old or younger. The purpose of the focus groups was to obtain participants’ preferences for possible slogans and concepts developed by The Helix Group, Inc. and The Baldwin Group, Inc. for USDA’s food thermometer education campaign.

This report discusses the design of the study and presents the key findings from the focus group discussions. The report is organized as follows: Section 2 describes the study design; Section 3 summarizes the findings from the focus group discussions; and Section 4 presents recommendations for refining the slogans and concepts based on the focus group findings.

2

Study Methods

In this section, we describe the study design and the moderator guide used during the focus group discussions.

2.1 STUDY DESIGN

In January 2004, RTI conducted four focus groups with individuals characterized as Boomburbs in Raleigh, North Carolina, and Bethesda, Maryland. Two groups were conducted in each location to provide geographic diversity. Each focus group included eight participants, for a total of 32 participants, and included a mix of ages and males and females.

We recruited participants from a list of individuals (purchased from The Baldwin Group) who are characterized as Boomburbs. In each location, we recruited two to three individuals from each of the 10 predetermined subgroups used to categorize Boomburbs on differentiating characteristics.

Participants had to meet the following criteria to be eligible for participation:

- ▶ have children who are 10-years old or younger;
- ▶ have primary or shared responsibility in their households for cooking;
- ▶ are not vegetarian;
- ▶ prepare meat and poultry at home three or more times a week;
- ▶ have not participated in a focus group in the past 6 months; and

- have no family member (including participant) employed by the federal government; the food industry; or a marketing research, advertising, or public relations company currently or within the past 5 years.

Appendix A provides a copy of the questionnaire used to screen and recruit participants. Participants received a monetary incentive of \$75 and a free gift (a digital food thermometer) for their time and participation. Each focus group lasted about 90 minutes and was audio- and videotaped. Volume 2 of this report provides the transcripts from each focus group discussion.

2.2 MODERATOR GUIDE

Working with FSIS, The Helix Group, Inc. and The Baldwin Group, Inc. we designed a moderator guide to collect information on participants' preferences for possible slogans and concepts for USDA's food thermometer education campaign. The Helix Group, Inc. and The Baldwin Group, Inc. developed the slogans and concepts based on previous research conducted with Boomburgs.

We conducted a mini focus group at RTI to pretest the moderator guide and determine the length of the discussion. We revised the moderator guide based on comments from the project team and the pretest findings. Appendix B provides copies of the final moderator guides for Raleigh and Bethesda.

Table 2-1 presents an outline of the moderator guide. The sponsor of the research and the purpose of the campaign were not initially revealed to participants.

The first half of each discussion focused on participants' evaluation of possible slogans for USDA's food thermometer education campaign. The moderator presented each slogan individually and asked participants to discuss their initial impressions of each slogan and the perceived benefits from each slogan. The moderator then asked participants to rank the slogans along several dimensions (most attention getting, most memorable, and overall favorite). Participants recorded their rankings on worksheets and then discussed their responses. After a discussion on participants' food thermometer use, the moderator revealed the purpose of the campaign—to increase consumers' use of food thermometers in

Table 2-1. Outline of Moderator Guide

- Introduction
- Evaluation of Slogans
 - ✓ Initial impressions of each slogan
 - ✓ Perceived benefits of each slogan
 - ✓ Ranking of alternative slogans
 - Most attention getting
 - Most memorable
 - Overall favorite
 - ✓ Food thermometer ownership and use
 - ✓ Sponsor and purpose of campaign revealed
 - ✓ Slogan most likely to result in action
 - ✓ Suggestions for new slogan
- Evaluation of Concepts
 - ✓ Initial impressions of each concept
 - ✓ Likes/dislikes of each concept
 - ✓ Concept most likely to result in action
 - ✓ Delivery mechanisms
- Wrap Up

daily cooking for all cuts of meat, particularly among parents of young children. The moderator stressed that the USDA wants a slogan that will convey to parents of young children that using a food thermometer is the *only* safe and effective way to prepare meat and poultry. The moderator then asked participants to choose the slogan that would most likely encourage them to take action, for example, seek out more information on food thermometers, purchase a food thermometer, or start using a food thermometer when cooking at home. Participants were then asked to consider their own ideas for a slogan.

The second half of each discussion focused on participants' evaluation of possible concepts for USDA's food thermometer education campaign. Participants were informed that although the concepts were displayed as posters, they could be used in any type of media in the campaign. The moderator presented each concept individually and asked participants about their initial impressions of each slogan and what aspects (e.g., look and feel, colors, graphics,

text, and overall presentation) of the slogan they liked and disliked. The moderator then asked participants to choose the concept that would most likely encourage them to take action. The focus group concluded with a discussion of how information on food thermometer use should be conveyed to parents of young children.

Table 2-2 shows the slogans evaluated in the Raleigh and Bethesda focus groups. The Raleigh participants evaluated five slogans, and the Bethesda participants evaluated three slogans. Because of lack of interest, FSIS eliminated slogans #2 and #5 and revised slogan #4 for the Bethesda focus groups. To mitigate starting point bias, we rotated the order in which the slogans were presented in each focus group.

Table 2-2. Slogans Evaluated in Focus Groups

Slogans	Raleigh, NC	Bethesda, MD
1. Meat done right every time.	•	•
2. Now it's done.	•	
3. Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	•	•
4. Is it done yet? You can't tell by the color.	•	
5. It's not your mother's food thermometer.	•	
6. Is it done yet? You can't tell by looking. Use a food thermometer to be sure.		•

Participants evaluated two concepts:

- **Concept A**—incorporates an image of a mother and daughter preparing a roast for dinner with accompanying text and brochure. The concept was presented to participants on both a red and gold background.
- **Concept B**—incorporates a family grilling outside at a social function and includes icons of meats with proper internal temperatures.

Appendix C provides copies of the concepts evaluated in the Raleigh focus groups. Because participants in the Raleigh groups focused too much attention on the slogans instead of the overall presentation of the concepts, we removed the slogans from the concepts presented in Bethesda, MD. Instead of an actual slogan,

the concepts included a placeholder for the slogan (i.e., “Slogan Goes Here”).

3

Results

In this section, we present the findings from the four focus group discussions and tabulations from the worksheets completed by participants during the focus groups. Appendix D provides individual summaries for each of the four focus groups.

3.1 FOOD THERMOMETER USE

According to the 2001 Food and Drug Administration (FDA)/FSIS Food Safety Survey, about 60 percent of consumers own a food thermometer, about one-third always or often use a food thermometer when cooking large cuts of meat like roasts, and 6 percent always or often use a food thermometer when cooking hamburgers.

Table 3-1 summarizes focus group participants' food thermometer use when cooking meat and poultry at home. Seventy-five percent of the focus group participants own a food thermometer. Nearly 60 percent use a food thermometer when cooking large cuts of meat like roasts and turkeys. Only 6 percent (two participants) use a food thermometer when cooking small cuts of meat like hamburgers and chicken breasts. One participant started using a food thermometer regularly after a friend's son was diagnosed with salmonellosis. The other participant started using a food thermometer after attending a Pampered Chef party. Both female participants refer to a temperature chart when using their thermometers.

Table 3-1. Participants' Food Thermometer Ownership and Use

	Number of Participants				Total
	Raleigh, NC		Bethesda, MD		
	1	2	1	2	
Own food thermometer	7	7	7	3	24
Use food thermometer—large cuts	7	7	2	2	18
Use food thermometer—small cuts	2	0	0	0	2

3.2 EVALUATION OF SLOGANS

In this section, we discuss participants' first impressions of possible slogans for a food thermometer education campaign, their perceptions of the benefit(s) implied by each slogan, and their ranking of the slogans along several different dimensions.

3.2.1 First Impressions of Slogans

Participants' first impressions of the alternative slogans are summarized below.

Meat Done Right Every Time.

- The majority of participants in the Raleigh and Bethesda groups interpreted the word "meat" in this slogan to mean strictly beef. Only a few participants in each group believed the word "meat" included all meat and poultry.
- Some participants associated this slogan with a process (e.g., recipe) or equipment (e.g., George Foreman Grill or convection oven) that guarantees personal taste preferences (e.g., rare, medium, and well) for the doneness of meat.
- Some participants associated this slogan with how a restaurant might guarantee the taste or quality of its meat.
- Some participants related this slogan to personal taste preferences for the doneness of meat.
- A few participants associated this slogan with prepackaged food.
- At first glance, many Raleigh participants in Group 2 said they liked this slogan because it suggested "*right all the time,*" "*it removes the fear factor,*" and "*you can't go wrong.*"

- A few participants found this slogan vague and questioned to what the words “right” and/or “done” referred.
- Very few participants linked this slogan with food safety and cooking meats to the proper internal temperature.

Seeing Isn’t Believing. One Out of Every Four Hamburgers Turns Brown Before It Is Done.

- Many Raleigh participants said that this slogan would encourage them to read further because it *“is scary,” “raises suspicions,” “makes me question [my cooking],” and “makes me worry.”* They associated this slogan with a warning, a red flag, or disclaimer.
- Many Raleigh participants found that this slogan reinforced their uncertainty about whether the hamburgers they cook are done; many participants generally cut and look at the internal color of hamburgers to determine doneness. A few Raleigh participants expressed concerns about eating hamburgers after seeing this slogan.
- In Bethesda, many participants did not seem to understand this slogan’s food safety message. Participants seemed to think the slogan referred to the external color of the hamburger rather than the internal color.
- Unlike Raleigh participants, the vast majority of Bethesda participants were not very concerned by this slogan because they *“rely on years of cooking experience”* to prepare hamburgers and other meats. Many participants do not want brown hamburgers because they prefer their hamburgers cooked medium rare or medium and thus were not very concerned about the safety of eating undercooked hamburgers.
- A few participants wondered what the word “done” referred to (e.g., medium, well) because doneness can be a matter of preference.

Is It Done Yet? You Can’t Tell by the Color. (Raleigh Only)

- Most participants believed this slogan delivered the same message as the “Seeing isn’t believing” slogan but thought the “Seeing isn’t believing” slogan provided more useful information.
- Most participants believed this slogan did not provide new information; they already knew “you can’t tell by the color.” It appeared that participants believed the slogan referred to the exterior color of the meat; thus, participants determined doneness by cutting into meats to check the internal color.
- Some participants found this slogan vague; participants wanted to know to what the words “it” and “done” refer.

Is It Done Yet? You Can't Tell by Looking. Use a Food Thermometer to Be Sure. (Bethesda Only)

- After seeing this slogan, many participants stated that they do not use a food thermometer during everyday cooking but instead rely on their cooking experience and/or time to determine the doneness of meat and poultry. Some implied that it was unrealistic to expect consumers to use a food thermometer because of the inconvenience, and they did not seem very concerned by the message.
- A few participants found this slogan more effective than the "Seeing isn't believing" slogan because it is more straightforward and serves as a reminder to use a food thermometer.
- Several participants stated this slogan was too long and thus did not get their attention.

Now It's Done. (Raleigh Only)

- Many participants associated this slogan with dinner being ready or time to eat.
- Some participants related this slogan to ready-to-eat, prepackaged foods.
- Very few participants linked this slogan with food safety and cooking meat to the proper internal temperature.

It's Not Your Mother's Food Thermometer. (Raleigh Only)

- Some participants had strong reactions to this slogan (e.g., surprised faces, laughter).
- Some participants believed this slogan was describing a modern, new, or better alternative to your mother's food thermometer.
- A few participants were curious what this slogan implied and wanted to learn more.
- A few participants believed this slogan was ineffective because they think "*mom knows best*," and this slogan implies that she does not; two female participants found this slogan offensive.

3.2.2 Perceived Benefits of Slogans

When asked how each slogan might help them, most Raleigh participants in Group 1 had difficulty understanding the question or did not know how the slogans would help them; hence, the question was not pursued in this group, and we revised the question for the remaining groups. For the remaining groups, we revised the

question to ask, “What does this slogan suggest you are going to get out of it?” We discuss the findings from the three groups below.

Meat Done Right Every Time.

- Several participants suggested this slogan implied that using preparation instructions or equipment (e.g., George Foreman Grill or convection oven) would result in meat cooked to their personal taste preferences (e.g., rare, medium, and well).
- A few participants believed this slogan did not provide enough information.

Seeing Isn’t Believing. One Out of Every Four Hamburgers Turns Brown Before It Is Done.

- Some participants believed this slogan refers to food safety. They said it serves as a warning or reminder to be cautious when cooking hamburgers.
- Most Bethesda participants in Group 2 did not think this slogan was very helpful. They stated they already knew that “*seeing isn’t believing*” when cooking hamburgers. They are not overly concerned by this slogan’s food safety message because of their “*years of cooking experience.*”

Is It Done Yet? You Can’t Tell by the Color. (Raleigh Only)

- Most participants did not think this slogan was very helpful. Many participants suggested that this slogan needs to provide more information like the “*Seeing isn’t believing*” slogan.

Is It Done Yet? You Can’t Tell by Looking. Use a Food Thermometer to Be Sure. (Bethesda Only)

- Many Bethesda participants in Group 1 believed this slogan refers to food safety and serves as a reminder to use a food thermometer.
- Most Bethesda participants in Group 2 did not think this slogan was helpful. Because they consider themselves to be experienced cooks, most participants were confident they prepare meat and poultry safety without using a food thermometer.

Now It’s Done. (Raleigh Only)

- Some participants believed this slogan conveyed that something was done, but not necessarily food.
- Some participants believed this slogan implied that something was “*quick and easy*” and “*ready to eat.*”

It's Not Your Mother's Food Thermometer. (Raleigh Only)

- Some participants did not think this slogan was very helpful.
- Some participants believed this slogan implied a new technology and wanted to see and learn more after reading the slogan.

3.2.3 Ranking of Alternative Slogans

Each participant ranked (first and second choices) the slogans that he or she found most attention getting and most memorable. In addition, each participant chose his or her overall favorite and the slogan that he or she thought would most likely encourage parents of young children to take action (e.g., seek out information on, purchase, or use a food thermometer).

Most Attention Getting

Table 3-2 presents participants' first choices for the most attention-getting slogan (see the individual group summaries in Appendix D for participants' second choices).

- The majority of participants (17) ranked "Seeing isn't believing" as the most attention-getting slogan for a variety of reasons.
 - ✓ Raleigh participants in Group 2 (8) liked the use of the statistic (one out of every four hamburgers) because it left them wanting to learn more. They said this statistic "*makes you stop and think,*" "*hits home,*" and is "*a real eye opener.*"
 - ✓ Bethesda participants in Group 2 (6) described this slogan as "catchy" and agreed with its message.
 - ✓ A few participants said this slogan got their attention because it creates images of raw meat and food safety.
- Some participants (9) ranked either of the "Is it done yet?" slogans as the most attention-getting slogan because it is direct and more straightforward compared to the other slogans.
- A few participants (4) ranked "Meat done right every time" as the most attention getting because this slogan implied that a process or equipment helps to take the guesswork out of cooking.

Table 3-2. Participants' First Choices for Most Attention-Getting Slogan

Slogans	Number of Participants				Total
	Raleigh, NC		Bethesda, MD		
	1	2	1	2	
Meat done right every time.	3	0	0	1	4
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	1	8	2	6	17
Is it done yet? You can't tell by the color.	2	0	NA	NA	2
Is it done yet? You can't tell by looking. Use a food thermometer to be sure.	NA	NA	6	1	7
Now it's done	1	0	NA	NA	1
It's not your mother's food thermometer.	1	0	NA	NA	1

NA = Not applicable

Most Memorable

Table 3-3 presents participants' first choices for the most memorable slogan (see the individual group summaries in Appendix D for participants' second choices).

- Some participants (14) ranked "Seeing isn't believing" as the most memorable slogan for a variety of reasons.
 - ✓ Raleigh participants (7) stated the slogan left them curious and wanting more information.
 - ✓ Bethesda participants in Group 1 (3) found this slogan the most believable of the three slogans. One participant stated, "*Seeing isn't believing' when you are cooking hamburger.*"
 - ✓ Bethesda participants in Group 2 (3) described the first sentence, "Seeing isn't believing," as "catchy."
- Some participants (10) ranked "Meat done right every time" as most memorable because it is short and catchy. One participant said he could "*see the commercial.*" A few mentioned that this slogan reminded them of the Perdue slogan, "Chicken done right."
- Some Bethesda participants (5) ranked "Is it done yet? You can't tell by looking. Use a food thermometer to be sure." as most memorable because it reminded them either to use a food thermometer or of the phrase "Are we there yet?"

Table 3-3. Participants' First Choices for Most Memorable Slogan

Slogans	Number of Participants				Total
	Raleigh, NC		Bethesda, MD		
	1	2	1	2	
Meat done right every time.	4	1	2	3	10
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	1	7	3	3	14
Is it done yet? You can't tell by the color.	1	0	NA	NA	1
Is it done yet? You can't tell by looking. Use a food thermometer to be sure.	NA	NA	3	2	5
Now it's done.	2	0	NA	NA	2
It's not your mother's food thermometer.	0	0	NA	NA	0

NA = Not applicable

Overall Favorite

Table 3-4 presents participants' choices for their overall favorite slogan.

- Some participants (13) chose "Meat done right every time" as their favorite slogan because it is short, direct, and more like a slogan compared to the other slogans. A few participants said this slogan conveys that the guesswork has been taken out of cooking and that the product being promoted by the slogan reduces the amount of effort and thought needed to prepare a meal.
- Some participants (10) chose "Seeing isn't believing" as their favorite slogan. Most participants who chose it liked the use of the statistic and believed they would retain this information.
- Some Bethesda participants (6) chose "Is it done yet? You can't tell by looking. Use a food thermometer to be sure." as their favorite slogan because they believed the message (use a food thermometer) was more direct compared to the other slogans.

Table 3-4. Participants' Choices for Overall Favorite Slogan

Slogans	Number of Participants				Total
	Raleigh, NC		Bethesda, MD		
	1	2	1	2	
Meat done right every time.	5	1	2	5	13
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	0	7	1	2	10
Is it done yet? You can't tell by the color.	1	0	NA	NA	1
Is it done yet? You can't tell by looking. Use a food thermometer to be sure.	NA	NA	5	1	6
Now it's done.	1	0	NA	NA	1
It's not your mother's food thermometer.	1	0	NA	NA	1

NA = Not applicable

Most Likely to Result in Action

After the moderator revealed the sponsor of the research and the purpose of the education campaign, participants chose the slogan most likely to encourage parents of young children to take action and seek out more information on food thermometers, purchase a food thermometer, or start using a food thermometer. Table 3-5 presents participants' choices for the slogan most likely to encourage parents of young children to take action.

- ▶ Most Bethesda participants (13) chose "Is it done yet? You can't tell by looking. Use a food thermometer to be sure." as the slogan most likely to encourage parents of young children to take action because they believed this slogan is the most direct and provides more information compared to the other slogans. Also, a few liked that this slogan's message is not limited to hamburgers.
- ▶ Some Raleigh participants (7) ranked "Is it done yet? You can't tell by the color" as the slogan most likely to encourage parents of young children to take action because they believed this slogan:
 - ✓ addresses all types of meat (unlike the "Seeing isn't believing" slogan, which is limited to hamburgers);
 - ✓ provides a question you want answered;

Table 3-5. Participants' Choices for Slogan Most Likely to Result in Action

Slogans	Number of Participants				Total
	Raleigh, NC		Bethesda, MD		
	1	2	1	2	
Meat done right every time.	0	1	0	3	4
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	2	6	0	0	8
Is it done yet? You can't tell by the color.	6	1	NA	NA	7
Is it done yet? You can't tell by looking. Use a food thermometer to be sure.	NA	NA	8	5	13
Now it's done.	0	0	NA	NA	0
It's not your mother's food thermometer.	0	0	NA	NA	0

NA = Not applicable

- ✓ provides a warning; and
- ✓ helps to dispel the myth about relying on color to determine doneness.
- Some Raleigh participants (8) chose the slogan "Seeing isn't believing" as the best slogan for a food thermometer campaign because the statistic (one out of every four hamburgers) invokes fear and concern, particularly regarding their children, and would encourage them to use a food thermometer.

Table 3-6 summarizes participants' ranking of the alternative slogans. Although participants found the slogans, "Seeing isn't believing" and "Meat done right every time" to be attention getting, memorable, and their overall favorites, participants deemed the two "Is it done yet?" slogans to be the slogan most likely to encourage parents of young children to take action. Raleigh participants chose this slogan because it uses a warning tone and helps to dispel the myth about relying on color to determine doneness. Bethesda participants chose this slogan primarily because the words "food thermometer" appear in the slogan. To accomplish the objective of the campaign, many participants believe the words "food thermometer" must appear in the slogan.

Table 3-6. Summary of Participants' Rankings (First Choices) of Alternative Slogans

Slogans	Number of Participants			
	Most Attention Getting	Most Memorable	Overall Favorite	Most Likely to Result in Action
Meat done right every time.	4	10	13	4
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	17	14	10	8
Is it done yet? You can't tell by the color. ^a	2	1	1	7
Is it done yet? You can't tell by looking. Use a food thermometer to be sure. ^b	7	5	6	13
Now it's done. ^a	1	2	1	0
It's not your mother's food thermometer. ^a	1	0	1	0

^aSlogan was presented at the Raleigh groups only.

^bSlogan was presented at the Bethesda groups only.

3.2.4 Suggestions for New Slogan

Exhibits 3-1 through 3-4 provide participants' suggestions for a possible slogan for USDA's food thermometer education campaign targeted to parents of young children.

Exhibit 3-1. Suggestions for New Slogan: Raleigh, Group 1

- Need to check all your meat: Get a food thermometer for your kids and you.
- Is it done yet? "Seeing" isn't always believing.
- Do you really know that your meat is done? Seeing isn't believing.
- Is it done yet? One out of four hamburgers turns brown before it's done.
- Now it's done? You can't tell by the color.
- Cook right! Meat done right every time.
- Is your meat fully cooked?
- Take the guesswork out of cooking.
- You can have safely cooked meat every time.
- Seeing isn't believing. You can't tell by the color.
- Meat done right? Get the answer.
- Meat. Know when it's done.
- Is it done? You can't tell by the color. Only a food thermometer can.

**Exhibit 3-2. Suggestions
for New Slogan: Raleigh,
Group 2**

- Perfect every time.
- It's how it's done.
- You'll know that it's done.
- Be sure that it's really done.
- Don't take chances with your children's health.
- Know what they're eating.
- Safety issue for your family.
- Cook meat right with your dinner.
- Now it's time to have your feast. Fix perfect.
- No hassle. No guessing. Use the newest thermometer.
- U 2 can get it right every time.
- The right thermometer for the right results.
- Take the guesswork out. Put safety in. Use a food thermometer.
- If the temperature is right, the meat is done right every time.
- Safety first. Taste will follow. Check your temperature. Use a food thermometer.
- Have you checked your temperature lately? Be smart. Use a food thermometer.
- Give it a prick—so you won't get sick. Use a meat thermometer.
- Seeing isn't believing. Meat thermometers are the only way to be safe.
- Don't rely on instincts. Let the meat thermometer keep you safe.
- Seeing isn't believing. One in four hamburgers turns brown before it's done. Use a thermometer.
- Check it first! Meat thermometers are the only safe way to tell if it's done.
- Would you want your children to eat this? [Show raw meat.]
- You wouldn't want this to happen to your family. [Show hospital scene/food poisoning.]
- Make sure that whatever meat you cook that it's right every time.
- Right to eat? Meat thermometers. Check the heat.
- Is it safe? Is it right? Use a meat thermometer tonight!
- Cooking tonight? Try a meat thermometer and do it right!
- Meat thermometers make it safe. Use one now and don't delay.
- Cook it right. Use a meat thermometer tonight.

**Exhibit 3-3. Suggestions
for New Slogan:
Bethesda, Group 1**

- Be wise. Be sure. Use a food thermometer.
- Eat well. Cook right. Use a food thermometer.
- Is it safe yet? Only your meat thermometer knows for sure.
- It's not done until your meat thermometer says it is.
- *E. coli*—Make sure it's not what's for dinner tonight.
- Make sure this meal is not your last. Test the doneness of meat with a thermometer.
- Well done is well done.
- Seeing isn't believing. You can't tell just by looking. Use a food thermometer every time.
- [Picture of children eating dinner.] Is their food cooked properly?
- The right temperature every time!
- Don't rush—cook your food with care.
- *E. coli* doesn't belong in your child's diet.
- Use a food thermometer for a meal well done.
- Better safe, then sick—Use a food thermometer.
- Father [Mother] knows best. Use a food thermometer.
- Think your meat is done? Think again. Use a food thermometer.
- Is it done yet? Are you sure? Use a food thermometer.
- Seeing isn't believing. You can't tell by looking. Use a food thermometer every time and make sure it's done right.

3.3 EVALUATION OF CONCEPTS

In this section, we discuss participants' evaluation of two concepts developed for USDA's food thermometer education campaign targeted to parents of young children. Concept A (see Exhibit 3-5) incorporates the image of a mother and daughter preparing a roast for dinner with accompanying text and brochure. Participants viewed two versions of Concept A—one with a red background and one with a gold background. Concept B (see Exhibit 3-6) incorporates a family grilling hamburgers outside at a social function and includes icons of meats with proper internal temperatures. Appendix C contains copies of the two concepts.

**Exhibit 3-4. Suggestions
for New Slogan:
Bethesda, Group 2**

- Cook meat right. Use a food thermometer.
- Don't get sick. Cook it right. Use a food thermometer.
- Be sure it's done right. Use a food thermometer.
- Is a juicy burger worth your child's health? Use a food thermometer.
- One out of four kids gets sick eating undercooked cheeseburger. Use a food thermometer.
- Even the best chef doesn't take chances with his children. Use a food thermometer.
- All foodborne bacteria die at 180°. Do you know what 180° looks like? Use a food thermometer.
- Don't take risks with your child's burger. Use a food thermometer.
- Please be sure! Raw or rare foods can make your child ill.
- Kids can't eat rare meat and poultry. Please make sure it's done.
- Using a thermometer could save your child's life. Be sure meats are cooked thoroughly.
- Keep your kids healthy. Check the temperature of meat to be sure it's cooked safely.
- When your children aren't right, you use a thermometer. Why not on their meat?
- Hot stuff? Really cooked? Check it to be sure.
- Why risk food poisoning for your kids? Use a food thermometer.
- Food thermometer. The only way to ensure your kids are eating fully cooked meat.
- Be sure your child is safe—use a food thermometer to test for doneness.
- Is that meat safe for your child? Use a food thermometer every time.
- Thermometers and meat go hand-in-hand to keep your children safe.
- Hamburgers well done.

Exhibit 3-5. Concept A: Mother and Daughter

meat
Done Right
Every Time!

Know that you are giving your family a safe and delicious meal. Always use a food thermometer when cooking meat and poultry.

Safety Temperatures

Please Take One!

- 160° Hamburger, Pork, Veal, Lamb, Roasts
- 165° Ground Turkey and Chicken
- 170° Chicken and Turkey Breasts, Steak well-done
- 180° Chicken and Turkey whole bird

USDA

NOW
it's done

Know that you are giving your family a safe and delicious meal. Always use a food thermometer when cooking meat and poultry.

Safety Temperatures

Please Take One!

- 160° Hamburger, Pork, Veal, Lamb, Roasts
- 165° Ground Turkey and Chicken
- 170° Chicken and Turkey Breasts, Steak well-done
- 180° Chicken and Turkey whole bird

USDA

Exhibit 3-6. Concept B: Family Grilling

“Is it done yet?”
You can't tell by the color.

USDA approved temperatures for:

- burger **160°**
- poultry **180°**
- steak & roast **145°**
- pork **160°**

1 out of every 4 hamburgers turns brown BEFORE it has reached a safe internal temperature.

You know how important good nutrition and delicious meals are for your family. But did you know there's a way to be sure your meats are safely cooked and delicious every time?

Using a food thermometer means you can cook to perfection and safety. If you cook your burgers to 160°F you can be sure that you have destroyed harmful bacteria that can cause illness, especially in young children.

By using the precision food thermometers that professional chefs rely on, you know you are preparing safe burgers and meats, without overcooking.

For more information on food thermometers and food safety visit us on the web to make safe and delicious meats, every time.

Always use a food thermometer when you cook meats for your family.

USDA www.fsis.usda.gov/thermometer
Food Safety & Inspection Service
Meat & Poultry Hotline: 1-877-FSISInfo

Buy a modern food thermometer today from your favorite retailer. Use it every day for safe, great-tasting food for your family!

3.3.1 Concept A—Mother and Daughter

Participants discussed their initial impressions of the concept and the aspects of the concept that they liked and disliked. Their comments are summarized below.

Graphics

- Most participants suggested that the graphic incorporate a smaller cut of meat (e.g., chicken breasts or hamburgers) instead of a large roast to communicate the food safety message to use food thermometers in daily cooking.
- Many participants disliked the picture of the mother and daughter. Many described the picture as “*unrealistic*,” “*too perfect*,” and/or too “*fancy*” or “*formal*” (e.g., a holiday dinner). Participants suggested using a more casual kitchen setting and have an older child or adult use the food thermometer instead of a young child.
- Some participants mentioned they did not notice the food thermometer in the picture of the mother and daughter (because of black countertop) or the proper internal temperatures (shown at bottom of graphic). Participants suggested making the food thermometer more visible and increasing the font size of the internal temperatures.
- A few participants liked the picture of the mother and daughter more than the family grilling in Concept B because it focused more on children.

Text

- A few participants believed this concept included too much text and that people would not take the time to read it; the use of bullets instead of text was suggested.

Color

- Most participants preferred the red poster to the gold poster; they said the red color grabbed their attention more than the gold.
- A few participants preferred the gold poster to the red poster because they associated red with raw meat, which was not appealing to them.

Overall Presentation

- Some participants said this concept was “*more attractive*,” “*cleaner*,” and not as “*busy*” as Concept B. Conversely, some participants commented that they would rather see a concept that warned than a concept that looked “*attractive*” or “*pleasing*.”
- Some participants said the concept looked more like a cover of a cooking magazine (e.g., *Bon Appetit*) or an advertisement for a recipe or taste preference (e.g., rare, medium, well) rather than informational material on food safety; others liked the magazine format because it was attractive and appealing.

Brochure

- Many participants said they would not pick up the brochure provided with this concept if they saw it displayed at a cookware or grocery store.
- A few participants said they would be likely to pick up the brochure if it included the proper internal temperatures shown in Concept B.

3.3.2 Concept B—Family Grilling

Participants' discussed their initial impressions of the concept and the aspects of the concept that they liked and disliked. Their comments are summarized below.

Graphics

- Most participants really liked the meat icons with the proper internal temperatures; they described these icons as "*eye-catching*" and "*easy to read*" and said they provided new and useful information. Some participants suggested that the icons need to be the primary focus in any concept.
- Many participants liked the graphic of the hamburger with the disposable thermometer; the unfamiliar thermometer really grabbed their attention.
- Some participants did not like the graphic of the family grilling hamburgers because it was "*out-dated*" and "*old-fashioned*." A few participants commented that this concept was very retro of the 50s and 60s.
- Some participants believed the picture of the family grilling illustrated the food safety message better than Concept A and liked that it was a more "*realistic*" and "*wholesome*" image.
- A few participants suggested replacing the picture of a family grilling hamburgers with a picture of a child eating a hamburger.
- Many participants liked that the food thermometer was easy to see in the picture of the family grilling (unlike the thermometer shown in Concept A).

Text

- Most participants believed the concept used too much text and said they had no desire to read the information.

Overall Presentation

- Most participants liked the use of hamburgers in this concept and suggested that smaller cuts of meats need to be used to promote the use of food thermometers in everyday cooking.

- Most participants found this concept too busy; they said there were too many graphics and too much text, and the plaid border was distracting.

3.3.3 Ranking of Alternative Concepts

Table 3-7 presents participants' rankings of the alternative concepts. Each participant chose the concept he or she thought would most likely encourage parents of young children to take action and seek out more information on food thermometers, purchase a food thermometer, or start using a food thermometer. The majority of participants (21) chose Concept B (family grilling hamburgers). Most participants really liked the meat icons with the proper internal temperatures, and many participants liked the graphic of the hamburger with the disposable thermometer. Most participants preferred the use of a smaller cut of meat (hamburgers) in this concept compared to Concept A because the objective of the campaign is to promote food thermometer use in daily cooking. Although the majority of participants chose Concept B, most participants found this concept too busy, and some did not find the graphic of the family grilling very appealing. To improve Concept B, participants suggested removing the plaid border and using less text.

Table 3-7. Participants' Rankings of Alternative Concepts

Concepts	Number of Participants				Total
	Raleigh, NC		Bethesda, MD		
	1	2	1	2	
Concept A—Mother and daughter	3	1	2	5	11
Concept B—Family grilling	5	7	6	3	21

Some participants chose Concept A (mother and daughter preparing roast) because it was “*more attractive*,” “*simpler*,” and less busy compared to Concept B. Participants liked that Concept A had less text to read than Concept B. A few participants mentioned they liked that the child in the picture was more prominent than the child shown in Concept B. To improve Concept A, participants

suggested including the icons of meats with proper internal temperatures, a graphic with a smaller cut of meat (e.g., hamburgers), and a food thermometer more prominently displayed.

Participants offered additional suggestions for improving the concepts. Many participants suggested that the meat icons with internal temperatures be the primary focus of any concept developed for the campaign. Some believed that extensive text about thermometer use is more suitable in a brochure format. A few participants suggested developing a concept that invokes fear or concern about children's safety and health because the campaign is being targeted to parents of young children. One participant suggested that the graphic used in the concept show an individual checking the temperature of the meat during cooking preparation rather than at serving time (like the pictures used in Concepts A and B).

3.4 DELIVERY MECHANISMS

Table 3-8 summarizes participants' suggestions on ways to reach parents of young children with information about food thermometers. Most participants suggested parents could be reached by disseminating information at grocery stores, doctors' offices, and schools; through the media using outlets such as magazines, radio, and television; and via the Internet.

Although most participants would not search the Internet for information about food thermometers and food safety, some participants stated that they would visit a Web site for more information if the address was provided in a brochure. If they could not take home printed materials with the Web site address, few participants would take the time to write it down or try to remember it; therefore, they suggested that the Web site address needs to be short, simple, and memorable. A few participants suggested using www.usda.gov rather than www.fsis.usda.gov.

Table 3-8. Participants' Suggestions for Delivery Mechanisms

Delivery Mechanisms	Raleigh, NC		Bethesda, MD	
	1	2	1	2
Billboards		•	•	
Bumper stickers		•		
Celebrity endorsements			•	
Churches	•	•		
Cookbooks	•			
Cookware and kitchen stores			•	
Coupons and recipes	•	•		
Daycares	•		•	
Direct mailings		•		
Doctor's offices	•		•	•
Food labels and packaging		•		•
Grocery stores	•	•	•	•
Checkout	•			
Cooking demonstrations		•		
Coupon dispensers				•
Entrance			•	
Meat departments	•	•	•	•
Promotions			•	
Magazines	•		•	•
Cooking			•	•
Family, Parenting and Baby	•		•	•
Newspapers	•	•		
Parenting list serves				•
Radio	•	•	•	
Schools		•	•	•
PTA			•	
School newsletters			•	
Television	•	•	•	•
Children's programming	•	•	•	•
Evening news	•	•		
Morning news shows	•			
The Food Network	•			
Web sites	•		•	•
National Institutes of Health (NIH)			•	
Parenting			•	

4

Recommendations

The focus groups collected information on participants' preferences for possible slogans and concepts developed by The Helix Group, Inc. and The Baldwin Group, Inc. for USDA's food thermometer education campaign. Although consumer focus group findings should not be generalized to the general population of consumers in any statistical sense, the findings can be used to guide the development of educational materials.

Based on the focus group findings, we offer the following recommendations for refining the slogans and concepts:

- Include the words "food thermometer" in the concept's slogan to prompt consumers to use a food thermometer.
- Include meat icons with proper internal temperatures in the concept to inform and catch consumers' attention.
- Use a graphic with a small cut of meat (e.g., chicken breasts or hamburgers) to communicate the food safety message to use food thermometers in daily cooking.
- Use a graphic that prominently displays a food thermometer.
- Use a graphic that has children as its focus because the campaign is targeted to parents of young children.
- Use updated, realistic graphics that are appealing to consumers.
- Keep the concept simple and attractive so it catches consumers' attention.
- Limit written information; use bullets instead of lengthy text.

Appendix A: Screening Questionnaire

Evaluation of Slogans and Concepts for USDA's
Food Thermometer Education Campaign
Screening Questionnaire

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Work Phone: _____

Hello, this is _____ from _____ Research, a local market research firm. May I please speak with the **male/female** head of household?

(Hello, this is _____ from _____ Research, a local market research firm.) We are working with RTI, a nonprofit research organization, on a research study about cooking and would like to include your opinions. We are holding a group discussion on _____ at our office in _____ with 7 other people like yourself. The discussion group starts at 6:00/8:00 pm and will last about an hour and a half. This discussion group is for research purposes only and is in no way sales related.

As a token of our appreciation, you will receive **\$75** and a free gift for participating in this study. First, I need to ask you a few questions to see if you qualify.

Record Gender — *Do not ask. (Recruit 3-4 males to show.)*

- Male
 Female

1. Do you have any children who are less than 10 years old living in your home?

- Yes ***Continue.***
 No ***Thank the respondent and terminate.***

2. Do you have primary or shared responsibility for cooking for this household?

- Yes ***Continue.***
 No ***Ask to speak with that person. Repeat introduction.***

3. Are you currently a vegetarian, that is, you do not eat meat or poultry?

- Yes ***Thank the respondent and terminate.***
 No ***Continue.***

4. About how many times a week do you prepare meat and poultry at home? Would you say... (Read list.)
- Less than once a week *Thank the respondent and terminate.*
- At least once a week *Thank the respondent and terminate.*
- About twice a week *Thank the respondent and terminate.*
- Three or more times a week *Continue.*
5. Which of the following categories best describes your age? (*Read list. Recruit 5-7 in each age group*)
- Under 35
- 36 or older
6. In the past 5 years, have you or any member of your household worked for a market research, advertising, or public relations firm?
- Yes *Thank the respondent and terminate.*
- No *Continue.*
7. In the past 5 years, have you or any member of your household worked for a grocery store, restaurant or food service company, or food processing company?
- Yes *Thank the respondent and terminate.*
- No *Continue.*
8. In the past 5 years, have you or any member of your household worked for the federal government?
- Yes *Thank the respondent and terminate.*
- No *Continue.*
9. Have you participated in a focus group or paid research discussion in the past 6 months?
- Yes *Thank the respondent and terminate.*
- No *Continue.*

Great! You qualify for our study. The discussion will last about an hour and a half. For your time and opinions, you will receive a \$75 cash honorarium and a free gift.

The discussion group is _____ and begins promptly at 6:00/8:00 p.m. Please arrive at least 15 minutes prior to the group.
(date)

May I please have your name and address so that I may send you a confirmation letter with directions to our offices? (**Obtain address and verify phone number.**)

If you have any questions or find that you are unable to attend, please call _____ as soon as possible. Thank you very much. We look forward to seeing you on _____ at 6:00/8:00 pm.
(phone)
(date)

Appendix B: Moderator Guides

Raleigh, NC

Evaluation of Slogans and Concepts for USDA's
Food Thermometer Education Campaign
Raleigh Focus Groups
Moderator Guide

I. Introduction—Welcome Group and Establish Tone (5 minutes)

- Who we are and who we represent
 - ✓ Introduce moderator and co-moderator
 - ✓ Study being sponsored by a government agency (identified later in discussion)

- Why you have been asked to participate
 - ✓ You have primary or shared responsibility in household for preparing meals

- The purpose of tonight's discussion is to discuss your opinions and preferences for different slogans and concepts being tested for a consumer campaign.

- We did not develop any of the slogans or concepts that we will present this evening, so we will not be offended if you do not like some of them. We encourage you to be honest and share your opinions.

- How the discussion group will work
 - ✓ Session will last about an hour and a half.
 - ✓ Session is being audio- and videotaped, but in summary reports no names will be attached to responses.
 - ✓ Government representatives viewing behind one-way mirror.
 - ✓ We would like the discussion to be open and informal and encourage interaction.
 - ✓ We would like to hear from everyone in the group.
 - ✓ No right or wrong answers or ideas—we want to hear all YOUR opinions.
 - ✓ One person talk at a time.
 - ✓ Turn off cellular phones.
 - ✓ During the discussion, we will ask you to record information on the worksheets in front of you. Please do not look ahead until we have reached that point in the discussion. We will collect the worksheets at the end of the discussion.

- Participant introductions—first name and your favorite meal to prepare.

II. Evaluation of Slogans (40 minutes)

Let's start our discussion by looking at several different campaign slogans. After we discuss each slogan, I will explain the purpose of the campaign.

1. Meat done right every time.
2. Now it's done.
3. Seeing isn't believing. One out of every four hamburgers turns brown before it is done.
4. Is it done yet? You can't tell by the color.
5. It's not your mother's food thermometer.

NOTE: We will rotate the starting order of slogans 1-4 in each group, slogan 5 will always be shown last.

[Show each slogan individually on flipchart. Repeat questions for each slogan.]

- What is the first thing that you think of when you see this slogan?
- How does this slogan help you or not? If so, how? If no, why not?^a

Now let's talk about the slogans you like the best. *[Show all 5 slogans on flipchart.]*

- Which slogans catch your attention the most? Please rank the top 2 slogans on Worksheet #1. Please write a "1" beside the slogan that catches your attention the most and a "2" beside the slogan that next catches your attention the most. *[Record answers on worksheet then discuss.]*
- What is it about your first choice that catches your attention?
- Now, which slogans are the most memorable for you (i.e., the slogan that you will remember)? Please rank the top 2 slogans on Worksheet #2. *[Record answers on worksheet then discuss.]*
- What is it about your first choice that makes it the most memorable?
- Overall, which slogan do you like the most? On Worksheet #3, please circle your favorite slogan. *[Record answers on worksheet then discuss.]* Why is it your favorite?

As some of you have suggested, these slogans are about using a food thermometer when cooking meat and poultry. Sixty percent of consumers own a food thermometer, one-third always or often use a food thermometer when cooking large cuts of meat like roasts, and 6 percent always or often use a food thermometer when cooking hamburgers.

- Who owns a food thermometer? *[Ask for a show of hands.]*

^aParticipants in the 6:00 group had difficulty understanding this question, so we changed it to "What does this slogan suggest that you are going to get out of it?" for the 8:00 group.

- *[Ask owners.]* When do you use a food thermometer? *[Probe: large vs. small cuts.]*

[Refer to flipchart.] The United States Department of Agriculture or USDA has launched a campaign designed to increase consumers' use of food thermometers in daily cooking for all cuts of meat, including smaller cuts such as hamburgers and chicken breasts. The campaign is being targeted to parents of young children since young children are more susceptible to foodborne illness or food poisoning.

Research shows that using a food thermometer is the only sure way of knowing that meat and poultry are cooked safely; that is, the food has reached a high enough temperature to destroy harmful foodborne bacteria. Looking at the color of the food or relying on time and oven temperature or your previous cooking experience are not safe methods of testing for doneness. The USDA wants a campaign slogan that will convey to parents of young children that using a food thermometer is the only safe and effective way to prepare meat and poultry.

- Any questions about the campaign?
- Now that you have an understanding of the goals of the campaign, I would like you to consider which slogan would most likely encourage you to take action; for example, seek out more information on food thermometers, purchase a food thermometer, or start using one when cooking at home. Please circle your answer on Worksheet #4. Remember, we're looking for a slogan that will convey to parents of young children that using a food thermometer is the only safe and effective way to prepare meat and poultry. *[Record answers on worksheet then discuss.]*
- Now, I would like to give you several minutes to consider your own ideas for a slogan to use in this campaign. Please write any suggestions for slogans on Worksheet #5. Remember, we want a slogan that conveys to parents of young children to use a food thermometer and that really grabs their attention. *[Record slogans on worksheet then discuss. Record on flipchart.]*

III. Evaluation of Concepts (40 minutes)

Now, let's move on to our next topic. I would like you to look at two concepts that have been developed with this campaign in mind. These concepts incorporate the slogans that we just discussed. When looking at these concepts, keep in mind that any slogan could be used. We've just chosen these for illustration.

1. Concept A—Mother and Daughter
2. Concept B—Family Grilling

Note: We will rotate the order that the concepts are shown in each group.

[Show each concept individually. Repeat questions for each slogan.]

- Does this concept grab your attention or not? Why?
- What, if anything, do you particularly like about this concept? Consider its look and feel, colors, graphics, and its overall presentation.
- What, if anything, do you particularly dislike about this concept? Consider its look and feel, colors, graphics, and its overall presentation.

- Which concept would most likely encourage you to take action; for example, seek out more information on food thermometers, purchase a food thermometer, or start using one when cooking at home? Please circle your answer on Worksheet #6. Remember, we're looking for a concept that will convey to parents of young children that using a food thermometer is the only safe and effective way to prepare meat and poultry. *[Record answers on worksheet then discuss.]*

Delivery Mechanisms

- How should information about using a food thermometer in daily cooking be communicated to parents of young children? *[List on flipchart. Probe: web, magazines, grocery stores, schools, media, etc.]*
- [For Concept A] Would you pick up the brochure if you saw this concept displayed in a store that sells cooking ware?

IV. Wrap Up (5 minutes)

- Any other comments or questions?
- Thank you for participating.
 - ✓ Collect worksheets
 - ✓ Pass out packets of information and thermometers
 - ✓ Cash incentive

Bethesda, MD

Evaluation of Slogans and Concepts for USDA's
Food Thermometer Education Campaign
Bethesda Focus Groups
Moderator Guide

I. Introduction—Welcome Group and Establish Tone (5 minutes)

- Who we are and who we represent
 - ✓ Introduce moderator and co-moderator
 - ✓ Study being sponsored by a government agency (identified later in discussion)

- Why you have been asked to participate
 - ✓ You have primary or shared responsibility in household for preparing meals

- The purpose of tonight's discussion is to discuss your opinions and preferences for different slogans and concepts being tested for a consumer campaign.

- We did not develop any of the slogans or concepts that we will present this evening, so we will not be offended if you do not like some of them. We encourage you to be honest and share your opinions.

- How the discussion group will work
 - ✓ Session will last about an hour and a half.
 - ✓ Session is being audio- and videotaped, but in summary reports no names will be attached to responses.
 - ✓ Government representatives viewing behind one-way mirror.
 - ✓ We would like the discussion to be open and informal and encourage interaction.
 - ✓ We would like to hear from everyone in the group.
 - ✓ No right or wrong answers or ideas—we want to hear all YOUR opinions.
 - ✓ One person talk at a time.
 - ✓ Turn off cellular phones.
 - ✓ During the discussion, we will ask you to record information on the worksheets in front of you. Please do not look ahead until we have reached that point in the discussion. We will collect the worksheets at the end of the discussion.

- Participant introductions—first name and your favorite meal to prepare.

II. Evaluation of Slogans (40 minutes)

Let's start our discussion by looking at several different campaign slogans. After we discuss each slogan, I will explain the purpose of the campaign.

1. Seeing isn't believing. One out of every four hamburgers turns brown before it is done.
2. Is it done yet? You can't tell by looking. Use a food thermometer to be sure.
3. Meat done right every time.

NOTE: We will rotate the starting order of the slogans in each group.

[Show each slogan individually on flipchart. Repeat questions for each slogan.]

- What is the first thing that you think of when you see this slogan?
- What does this slogan suggest you are going to get out of it? (What will this slogan do for you?) Explain.

Now let's talk about the slogans you like the best. *[Show all 3 slogans on flipchart.]*

- Which slogans catch your attention the most? Please rank the top 2 slogans on Worksheet #1. Please write a "1" beside the slogan that catches your attention the most and a "2" beside the slogan that next catches your attention the most. *[Record answers on worksheet then discuss.]*
- What is it about your first choice that catches your attention? *[Ask everyone.]*
- Now, which slogans are the most memorable for you (i.e., the slogan that you will remember)? Please rank the top 2 slogans on Worksheet #2. *[Record answers on worksheet then discuss.]*
- What is it about your first choice that makes it the most memorable? *[Ask everyone.]*
- Overall, which slogan do you like the most? On Worksheet #3, please circle your favorite slogan. *[Record answers on worksheet then discuss.]* Why is it your favorite? *[Ask everyone.]*

As some of you have suggested, these slogans are about using a food thermometer when cooking meat and poultry. Sixty percent of consumers own a food thermometer, one-third always or often use a food thermometer when cooking large cuts of meat like roasts, and 6 percent always or often use a food thermometer when cooking hamburgers.

- Who owns a food thermometer? *[Ask for a show of hands.]*
- *[Ask owners.]* When do you use a food thermometer? *[Probe: large vs. small cuts.]*

[Refer to flipchart.] The United States Department of Agriculture or USDA is developing a campaign designed to increase consumers' use of food thermometers in daily cooking for all cuts of meat, including smaller cuts such as hamburgers and chicken breasts. The campaign is being targeted to parents of young children since young children are more susceptible to foodborne illness or food poisoning.

Research shows that using a food thermometer is the only sure way of knowing that meat and poultry are cooked safely; that is, the food has reached a high enough temperature to destroy harmful foodborne bacteria. Looking at the color of the food or relying on time and oven temperature or your previous cooking experience are not safe methods of testing for doneness. The USDA wants a campaign slogan that will convey to parents of young children that using a food thermometer is the only safe and effective way to prepare meat and poultry.

- Any questions about the campaign?
- Now that you have an understanding of the purpose of the campaign, I would like you to consider which slogan would most likely encourage you to take action; for example, seek out more information on food thermometers, purchase a food thermometer, or start using one when cooking at home. Please circle your answer on Worksheet #4. Remember, we're looking for a slogan that will convey to parents of young children that using a food thermometer is the only safe and effective way to prepare meat and poultry. *[Record answers on worksheet then discuss.]*
- Why is this slogan most likely to encourage you to take action? *[Ask everyone.]*
- In the slogan "Meat done right every time," what does the word "meat" mean to you?
- Now, I would like to give you several minutes to consider your own ideas for a slogan to use in this campaign. Please write any suggestions for slogans on Worksheet #5. Remember, we want a slogan that conveys to parents of young children to use a food thermometer and that really grabs their attention. *[Record slogans on worksheet then discuss. Record on flipchart.]*

III. Evaluation of Concepts (40 minutes)

Now, let's move on to our next topic. I would like you to look at two concepts that have been developed with this campaign in mind. When looking at these concepts, keep in mind that any slogan could be used.

Also, these concepts are displayed on posters, but they could be used in any type of media—television, internet, magazines, and so on.

- | |
|-----------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none">1. Concept A—Mother and Daughter2. Concept B—Family Grilling |
|-----------------------------------------------------------------------------------------------------------------------|

Note: We will rotate the order that the concepts are shown in each group.

[Show each concept individually. Repeat questions for each slogan.]

- Does this concept grab your attention or not? Why?
- What, if anything, do you particularly like about this concept? Consider its look and feel, colors, graphics, and its overall presentation.
- What, if anything, do you particularly dislike about this concept? Consider its look and feel, colors, graphics, and its overall presentation.
- Which concept would most likely encourage you to take action; for example, seek out more information on food thermometers, purchase a food thermometer, or start using one when cooking at home? Please circle your answer on Worksheet #6. Remember, we're looking for a concept that will convey to parents of young children that using a food thermometer is the only safe and effective way to prepare meat and poultry. *[Record answers on worksheet then discuss.]*

Delivery Mechanisms

- How should information about using a food thermometer in daily cooking be communicated to parents of young children? *[List on flipchart. Probe: web, magazines, grocery stores, schools, media, etc.]*
- [For Concept A] Would you pick up the brochure if you saw this concept displayed in a store that sells cooking ware?

IV. Wrap Up (5 minutes)

- Any other comments or questions?
- Thank you for participating.
 - ✓ Collect worksheets
 - ✓ Pass out packets of information and thermometers
 - ✓ Cash incentive

Appendix C: Concepts

Concept A—
Mother and Daughter

meat

Done Right

Every Time!

Know that you are giving your family a safe and delicious meal. Always use a food thermometer when cooking meat and poultry.



Safety Temperatures

160°	Hamburger, Pork, Veal, Lamb, Roasts
165°	Ground Turkey and Chicken
170°	Chicken and Turkey Breasts, Steak well-done
180°	Chicken and Turkey whole bird

Please Take One!



NOW

it's done

Know that you are giving your family a safe and delicious meal. Always use a food thermometer when cooking meat and poultry.



Safety Temperatures

Please Take One!

160°	Hamburger, Pork, Veal, Lamb, Roasts
165°	Ground Turkey and Chicken
170°	Chicken and Turkey Breasts, Steak well-done
180°	Chicken and Turkey whole bird



Concept B— Family Grilling

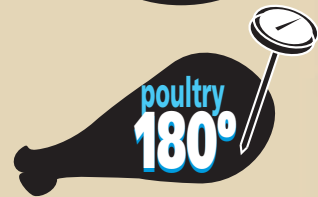


"Is it done yet?"

You can't tell by the color.



USDA approved temperatures for:



1 out of every 4 hamburgers turns brown BEFORE it has reached a safe internal temperature.

You know how important good nutrition and delicious meals are for your family. But did you know there's a way to be sure your meats are safely cooked and delicious every time?

Using a food thermometer means you can cook to perfection and safety. If you cook your burgers to 160°F you can be sure that you have destroyed harmful bacteria that can cause illness, especially in young children.

By using the precision food thermometers that professional chefs rely on, you know you are preparing safe burgers and meats, without overcooking.

For more information on food thermometers and food safety visit us on the web to make safe and delicious meats, every time.

Always use a food thermometer when you cook meats for your family.



www.fsis.usda.gov/thermometer

Food Safety & Inspection Service
Meat & Poultry Hotline: 1-877-FSISInfo

Buy a modern food thermometer today from your favorite retailer. Use it every day for safe, great-tasting food for your family!

Appendix D: Focus Group Summaries

Raleigh, NC
6:00 p.m.

Evaluation of Slogans and Concepts for USDA's
Food Thermometer Education Campaign
Raleigh, NC
January 20, 2004, 6:00 p.m.

Eight "Boomburbs" (six women and two men) participated in the focus group. All participants have children who are less than 10 years old, have primary or shared responsibility in their households for cooking, and prepare meat and poultry at home three or more times a week.

FOOD THERMOMETER USE

Seven participants own and use a food thermometer, but only two female participants use a food thermometer to check the doneness of smaller cuts of meat (e.g., chicken breasts). One participant started using a food thermometer regularly after a friend's son was diagnosed with salmonellosis. The other participant started using a food thermometer after attending a Pampered Chef party. Both participants refer to a temperature chart when using their thermometers.

EVALUATION OF SLOGANS

First Impressions of Slogans

Meat Done Right Every Time.

- ▶ Many participants related this slogan to personal taste preferences for the doneness of red meat (e.g., rare, medium, and well).
- ▶ Some participants associated this slogan with how a restaurant might guarantee the taste or quality of its meat.
- ▶ One participant linked this slogan with food safety (i.e., cooking meats to a proper internal temperature).
- ▶ One participant associated this slogan with an advertisement for a product, like a George Foreman Grill.

Now It's Done.

- ▶ Some participants compared this slogan to "*it's finished.*"
- ▶ Some participants related this slogan to ready-to-eat, pre-packaged foods—"no elaborate preparation," but "*simple*" and easy.
- ▶ A few participants linked this slogan with cooking foods to the proper internal temperature—"it takes the guesswork out."

Seeing Isn't Believing. One Out of Every Four Hamburgers Turns Brown Before It Is Done.

- Most participants said that this slogan would encourage them to read further because it “is scary,” “raises suspicions,” “makes me question [my cooking],” and “makes me worry.”
- Most participants mentioned their concern and/or uncertainty when cooking hamburgers; most cut into their hamburger patties to check for doneness. This slogan reinforced their concerns and consequently left them wanting more information.
- One participant viewed this slogan as “negative” and expected more positive information that would address the concern presented by the slogan to follow.

Is It Done Yet? You Can't Tell by the Color.

- Most participants believed this slogan delivered the same message as the “Seeing isn't believing” slogan but thought the “Seeing isn't believing” slogan provided more useful information.
- Most participants believed this slogan did not provide new information; they already knew “you can't tell by the color.” It appeared that participants believed the slogan referred to the exterior color of the meat; thus, participants determined doneness by cutting into meats to check the internal color.
- Some participants said the word “it” was vague; participants wanted to know to what “it” refers.
- At least one participant believed this slogan would be helpful to cooks who do not already know that doneness cannot be determined by the color of the meat.

It's Not Your Mother's Food Thermometer.

- Many participants had strong reactions to this slogan (e.g., surprised faces, laughter).
- Some participants were curious what this slogan implied and wanted to learn more.
- Some participants associated this slogan with the word “modern” or “that there is something else out there.”

Perceived Benefits of Slogans

When asked how each slogan might help them, most participants had difficulty understanding the question or did not know how the slogans would help them.

Ranking of Alternative Slogans

Table 1 presents participants' rankings of the alternative slogans. Each participant ranked (first and second choices) the slogans that he or she found most attention getting and most memorable. In addition, each participant chose his or her overall favorite and the slogan that he or she thought would most likely encourage parents of young children to take action (e.g., seek out information on, purchase, or use a food thermometer).

Table 1. Participants' Rankings of Alternative Slogans

Slogans	Most Attention Getting		Most Memorable		Overall Favorite	Most Likely to Result in Action
	First Choice	Second Choice	First Choice	Second Choice	First Choice	First Choice
Meat done right every time.	3	2	4	1	5	0
Now it's done.	1	0	2	2	1	0
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	1	4	1	0	0	2
Is it done yet? You can't tell by the color.	2	1	1	2	1	6
It's not your mother's food thermometer.	1	1	0	3	1	0

Note: Slogans are listed in the order presented in the focus group.

Most Attention Getting

- Participants had mixed opinions as to which slogan caught their attention the most.
- Participants (3) ranked "Meat done right every time" as the most attention getting because this slogan implies the guesswork has been taken out of cooking.
- Participants (2) ranked "Is it done yet?" as the most attention getting because it has the most straight-forward message.

Most Memorable

- Participants also had mixed opinions as to which slogan was most memorable.
- Half of the participants (4) ranked "Meat done right every time" as most memorable because it was catchy. One participant said he could "see the commercial."
- Participants (2) ranked "Now it's done" as the most memorable because it was short and easy to remember.
- The participant who ranked "Seeing isn't believing" as most memorable said the slogan "raised suspicion" and made him "curious."
- The participant who ranked "Is it done yet" as most memorable said the slogan left her wanting to know more. She was curious about other methods for determining doneness.

Overall Favorite

- The majority of participants (5) chose “Meat done right every time” as their favorite slogan. They described this slogan as memorable, comforting, and catchy. They said this slogan implies that the guesswork has been taken out of cooking; reduces their anxiety and fear; and reduces the amount of effort and thought needed to prepare a meal so one can concentrate more on eating.

Most Likely to Result in Action

- Six participants ranked “Is it done yet? You can’t tell by the color” as the slogan most likely to encourage parents of young children to take action and either seek out more information on, purchase, or try a food thermometer when cooking at home. Participants believed this slogan was the best slogan for a food thermometer campaign because it
 - addresses all types of meat (unlike the “Seeing isn’t believing” slogan which is limited to hamburgers);
 - provides a question you want answered;
 - provides a warning; and
 - helps to dispel the myth about relying on color to determine doneness.
- Two participants chose the slogan “Seeing isn’t believing” as the best slogan for a food thermometer campaign because the statistic (“one out of every four hamburgers...”) is “scary” and would encourage them to use a food thermometer.

Suggestions for New Slogan

Participants offered the following suggestions for possible slogan for a food thermometer campaign:

- Need to check all your meat: Get a food thermometer for your kids and you.
- Is it done yet? “Seeing” isn’t always believing.
- Do you really know that your meat is done? Seeing isn’t believing.
- Is it done yet? One out of four hamburgers turns brown before it’s done.
- Now it’s done? You can’t tell by the color.
- Cook right! Meat done right every time.
- Is your meat fully cooked?
- Take the guesswork out of cooking.
- You can have safely cooked meat every time.
- Seeing isn’t believing. You can’t tell by the color.
- Meat done right? Get the answer.
- Meat. Know when it’s done.
- Is it done? You can’t tell by the color. Only a food thermometer can.

EVALUATION OF CONCEPTS

Concept A—Mother and Daughter

Concept A was presented and discussed first. Concept A incorporated the image of a mother and daughter preparing a roast for dinner with accompanied text and brochure.

- At first glance, most participants liked the picture of the mother and daughter, but later in the discussion, many decided the picture was unrealistic; a few believed the picture depicting a meal with a large roast was too *"fancy."*
- At first glance, many participants did not notice the food thermometer in the picture of the mother and daughter (because of black countertop) or proper internal temperatures (shown at bottom of graphic). Participants suggested making the food thermometer more visible and increasing the font size of the internal temperatures.
- Many participants said they would not let their child use a food thermometer (as shown in the picture). They suggested showing an adult using a food thermometer or a child eating a hamburger.
- Most participants suggested that the picture show smaller cuts of meat instead of a roast because many people already use food thermometers when cooking large cuts of meat.
- Many participants believed the concept provides too much information and that people would not take the time to read it; they suggested using bullets instead of text.
- Some participants found the word "meat" in the title hard to read on the red poster.
- A few participants said the concept looked more like an advertisement for a recipe or taste preference (e.g., rare, medium, well) rather than safety; hence, they would be deterred from reading further.
- A few participants said they would pick up the brochure if they saw this concept displayed in a store; some say they would be more inclined if the brochure was more like Concept B and included the proper internal temperatures.
- More participants preferred the yellow background to the red; they found the yellow background more attention-getting than the red.

Concept B—Family Grilling

Concept B was presented and discussed second. Concept B incorporated a family grilling hamburgers outside at a social function and included icons of meats with proper internal temperatures.

- Participants handled Concept B more than Concept A. Participants were more inclined to pick up Concept B and take a closer look.
- Most participants liked the meat icons with the proper internal temperatures; they described these icons as *"eye-catching"* and *"easy to read."*
- Most participants liked that the food thermometer was easy to see in the picture of the family grilling and that the pictures showed hamburgers, a smaller cut of meat.
- Many participants found the picture of the family grilling more *"realistic"* and *"wholesome"* and illustrated the concept of food safety better than the Concept A; a few participants believed the graphic was *"too old-fashioned"* and suggested updating the graphic.

- Some participants liked the picture of the hamburger with the disposable thermometer; one participant did not—she thought it looked like a “stick” or something that did not belong.
- Many participants found this concept too busy; they said there were too many graphics and too much text, and the plaid border was too distracting.

Ranking of Alternative Concepts

Table 2 presents participants’ ranking of the alternative concepts. Each participant chose the concept he or she thought would most likely encourage parents of young children to take action (e.g., seek out information on, purchase, or use a food thermometer). The majority of participants (5) chose Concept B (family grilling hamburgers). Participants liked the meat icons with the proper internal temperatures and found the picture of the family grilling more eye-catching and realistic compared to Concept A. To improve Concept B, participants suggested removing the plaid border and using less text. Although the moderator told the participants not to consider the slogans used in these concepts, participants preferred the slogan “Is it done yet? You can’t tell by the color” to the slogans used in Concept A.

Table 2. Participants’ Ranking of Alternative Concepts

Concepts	Most Likely to Result in Action
A—Mother and Daughter	3
B—Family Grilling	5

Note: Concepts are listed in the order presented in the focus group.

Three participants preferred Concept A because the concept was “*simpler*” and more direct compared to Concept B. Participants liked that Concept A did not have a lot of text to read. Participants believed that lengthy text about food thermometer use is more suitable in a brochure format.

DELIVERY MECHANISMS

Participants offered the following suggestions as ways to reach parents of young children with information about food thermometers:

- brochures
- church
- cookbooks
- daycare facilities
- grocery stores
 - checkout line
 - meat department
- the Internet (if seeking out additional information on thermometers)
- magazines
 - family
 - parenting
- newspaper
 - coupon section
 - sports section
- pediatricians' and other doctors' waiting rooms
- radio (e.g., commercials during rush hour)
- television
 - commercials during children's programming (e.g., PBS)
 - evening news
 - the Food Network
 - morning news shows

Raleigh, NC
8:00 p.m.

Evaluation of Slogans and Concepts for USDA's
Food Thermometer Education Campaign
Raleigh, NC
January 20, 2004, 8:00 p.m.

Eight "Boomburbs" (five women and three men) participated in the focus group. All participants have children who are less than 10 years old, have primary or shared responsibility in their households for cooking, and prepare meat and poultry at home three or more times a week.

FOOD THERMOMETER USE

Seven participants own and use a food thermometer, but no participants use a thermometer when cooking smaller cuts of meat (e.g., chicken breasts).

EVALUATION OF SLOGANS

First Impressions of Slogans

Now It's Done.

- Many participants associated this slogan with *"dinner's ready, it's time to eat."*
- Some participants linked this slogan to elaborate steps, preparations, and *"final touches"* before it [dinner] is done.
- A few participants associated *"quick and easy"* and *"ready-to-eat"* with this slogan.

Seeing Isn't Believing. One Out of Every Four Hamburgers Turns Brown Before It Is Done.

- Some participants expressed strong reactions after seeing this slogan, such as second thoughts to eating hamburgers.
- Some participants associated this slogan with a warning, a red flag, or disclaimer.
- Some participants wondered if the statistic (one in every four hamburgers) was true.
- Some participants wondered what "done" meant (i.e., medium, well).
- Some participants said that this slogan reinforced their uncertainty about whether the hamburger meat they cook is done; many participants generally cut and look at the color of their hamburger meat to determine doneness.
- One participant interpreted this slogan as *"You can't judge a book by its cover."*

Is It Done Yet? You Can't Tell by the Color.

- Many participants believed this slogan conveys the same message as the "Seeing isn't believing" slogan but described this slogan as *"vague."* Most participants preferred the "Seeing isn't believing" slogan to this slogan because it was more definitive.
- Many participants wondered to what the words "done" and "it" referred.

Meat Done Right Every Time.

- Most participants interpreted the word “meat” in the slogan “Meat done right every time” to include meat and poultry. Only two participants associated the word “meat” strictly with beef.
- At first glance, many participants expressed that they liked this slogan because it suggested “right all the time,” “it removes the fear factor,” and “you can’t go wrong.”
- Many participants associated this slogan with a process or equipment (e.g., George Forman grill) that guarantees personal taste preferences for the doneness of red meat (e.g., rare, medium, and well).
- Some participants associated this slogan with how a restaurant might guarantee the taste or quality of its meat.
- One participant linked this slogan with food safety.

It’s Not Your Mother’s Food Thermometer.

- Many participants reacted to this slogan with “Mama does know best!”
- Two female participants found this slogan offensive.
- Some participants believed this slogan was ineffective because they think “mom knows best” and this slogan implies that she does not.
- Some participants associated this slogan with “something new,” “something better,” and “an alternative” to your mother’s food thermometer.

Perceived Benefits of Slogans

Because participants in the 6:00 group had difficulty understanding the question about how each of the slogans might help them (i.e., the perceived benefits of the slogan), we asked this group instead what they believe they will get out of each slogan. Participants found this question to be more meaningful.

Now It’s Done.

- Some participants believed this slogan revealed that “something was done, not necessarily food.”
- Some participants believed this slogan implied that something was “quick and easy” and “ready-to-eat.”
- One participant said this slogan relieves the “anticipation,” and it’s time to eat.

Seeing Isn’t Believing. One Out of Every Four Hamburgers Turns Brown Before It Is Done.

- Many participants believe this slogan warns and educates.

Is It Done Yet? You Can’t Tell by the Color.

- Most participants did not think this slogan was helpful. Many participants suggested that this slogan needs to provide more information and content like the “Seeing isn’t believing” slogan.

Meat Done Right Every Time.

- A few participants suggested that this slogan implied “*results*,” that is, if the correct steps are followed, personal taste preferences (e.g., rare, medium, and well) will follow.

It's Not Your Mother's Food Thermometer.

- Some participants did not think this slogan was helpful.
- Some participants believed this slogan implied a new technology and wanted to see and learn more after seeing this slogan.

Ranking of Alternative Slogans

Table 1 presents participants' rankings of the alternative slogans. Each participant ranked (first and second choices) the slogans that he or she found most attention getting and most memorable. In addition, each participant chose his or her overall favorite and the slogan that he or she thought would most likely encourage parents of young children to take action (e.g., seek out information on, purchase, or use a food thermometer).

Table 1. Participants' Rankings of Alternative Slogans

Slogans	Most Attention Getting		Most Memorable		Overall Favorite	Most Likely to Result in Action
	First Choice	Second Choice	First Choice	Second Choice	First Choice	First Choice
Now it's done.	0	2	0	0	0	0
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	8	0	7	1	7	6
Is it done yet? You can't tell by the color.	0	2	0	2	0	1
Meat done right every time.	0	4	1	5	1	1
It's not your mother's food thermometer.	0	0	0	0	0	0

Note: Slogans are listed in the order presented in the focus group.

Most Attention Getting

- All participants (8) ranked “Seeing isn't believing” as the most attention getting slogan because it left them wanting to know more.
- All participants mentioned that they liked the use of the statistic (one out of every four hamburgers). They said this statistic “*makes you stop and think,*” “*hits home,*” and is “*a real eye opener.*”

Most Memorable

- Most participants (7) ranked “Seeing isn’t believing” as the most memorable slogan for the same reasons listed above.
- One participant ranked “Meat done right every time” as the most memorable slogan because it is short.

Overall Favorite

- The majority of participants (7) chose “Seeing isn’t believing” as their favorite slogan because they liked the use of the statistic and believed they will retain this slogan’s message.

Most Likely to Result in Action

- Six participants chose “Seeing isn’t believing” as the slogan most likely to encourage parents of young children to take action and either seek out more information, purchase, or try a food thermometer when cooking at home. Participants think this slogan is attention getting and memorable and described its message as “*a wake up call.*”
- One participant chose “Is it done yet?” because this slogan poses a question to which she wants an answer.
- One participant chose “Meat done right every time” because using a food thermometer will ensure meat done right every time and that is what he wants.

Suggestions for New Slogan

Participants offered the following suggestions for possible slogans for a food thermometer campaign:

- Perfect every time.
- It’s how it’s done.
- You’ll know that it’s done.
- Be sure that it’s really done.
- Don’t take chances with your children’s health.
- Know what they’re eating.
- Safety issue for your family.
- Cook meat right with your dinner.
- Now it’s time to have your feast. Fix perfect.
- No Hassle. No Guessing. Use the newest thermometer.
- U 2 can get it right every time.
- The right thermometer for the right results.
- Take the guess work out. Put safety in. Use a food thermometer.
- If the temperature is right, the meat is done right every time.
- Safety first. Taste will follow. Check your temperature. Use a food thermometer.
- Have you checked your temperature lately? Be smart. Use a food thermometer.
- Give it a prick – so you won’t get sick. Use a meat thermometer.

- Seeing isn't believing. Meat thermometers are the only way to be safe.
- Don't rely on instincts. Let the meat thermometer keep you safe.
- Seeing isn't believing. One in four hamburgers turns brown before it's done. Use a thermometer.
- Check it first! Meat thermometers are the only safe way to tell if it's done.
- Would you want your children to eat this? [Show raw meat.]
- You wouldn't want this to happen to your family. [Show hospital scene/food poisoning.]
- Make sure that whatever meat you cook that it's right every time.
- Right to eat? Meat thermometers. Check the heat.
- Is it safe? Is it right? Use a meat thermometer tonight!
- Cooking tonight? Try a meat thermometer and do it right!
- Meat thermometers make it safe. Use one now and don't delay.
- Cook it right. Use a meat thermometer tonight.

EVALUATION OF CONCEPTS

Concept B—Family Grilling

Concept B was presented and discussed first. Concept B incorporated a family grilling hamburgers outside at a social function and included icons of meats with proper internal temperatures.

- Most participants really liked the meat icons with the internal temperatures and the hamburger with the disposable thermometer; these graphics really grabbed their attention.
- Most participants said the meat icons with the internal temperatures provided them with new and useful information.
- A few participants thought the picture of the family grilling distracted the reader from the main point. Participants suggested that a picture of a child eating a hamburger would be more effective than "*a happy family.*"
- Some participants thought this concept was too busy and that there was too much text.
- Some participants said that they would rather see facts (e.g., the internal temperatures) instead of pictures of people.
- One participant suggested that proper internal temperatures be provided on food packages and labels instead of educational materials.

Concept A—Mother and Daughter

Concept A was presented and discussed second. Concept A incorporated the image of a mother and daughter preparing a roast for dinner with accompanied text and brochure.

- Most participants did not like the picture of the mother and daughter because it was unrealistic, "*too perfect,*" and not cautionary.
- Some participants said this concept was "*more attractive,*" "*cleaner,*" and not as "*busy*" as Concept B, but stressed that facts rather than pictures need to be emphasized.

- Most participants commented that they would rather see a concept that warned than a concept that looked “*attractive*” or “*pleasing*.” One participant said that this concept looked like it belonged on a cover of a “*fancy magazine like Bon Appetit*.”
- Most participants said they would not pick up the brochure provided with this concept; however, they would be more inclined to pick up a brochure that looked like Concept B.

Ranking of Alternative Concepts

Table 2 presents participants’ ranking of the alternative concepts. Each participant chose the concept that he or she thought would most likely encourage parents of young children to take action (e.g., seek out information on, purchase, or use a food thermometer). Most participants (7) preferred Concept B (family grilling hamburgers). Participants really liked the meat icons with the proper internal temperatures; this graphic really caught their attention. This group stressed over and over again that they would prefer to see facts and statistics to pictures. One participant preferred Concept A because it was “*more attractive*” compared to Concept B.

Table 2. Participants’ Ranking of Alternative Concepts

Concepts	Most Likely to Result in Action
B—Family Grilling	7
A—Mother and Daughter	1

Note: Concepts are listed in the order presented in the focus group.

DELIVERY MECHANISMS

Participants offered the following suggestions as ways to reach parents of young children with information about food thermometers:

- billboards
- brochure (e.g., during national holidays when people typically cook on the grill)
- bumper stickers
- churches
- coupons and recipes
- direct mail
- food labels and packaging
- grocery stores
 - cooking demonstrations
 - meat department
- newspaper
- radio advertisements

- schools
- television
 - commercials during children's programming
 - evening news

Bethesda, MD
6:00 p.m.

Evaluation of Slogans and Concepts for USDA's
Food Thermometer Education Campaign
Bethesda, MD
January 29, 2004, 6:00 p.m.

Eight "Boomburbs" (six women and two men) participated in the focus group. All participants have children who are less than 10 years old (one participant is a grandmother who takes care of her grandchildren in her home), have primary or shared responsibility in their households for cooking, and prepare meat and poultry at home three or more times a week.

FOOD THERMOMETER USE

Seven participants own a food thermometer, and two participants often use a food thermometer when cooking whole chickens or turkeys. No participants use a thermometer when cooking smaller cuts of meat; many mentioned they before the focus group they had never considered using one when cooking hamburgers or chicken breasts.

EVALUATION OF SLOGANS

First Impressions of Slogans

Seeing Isn't Believing. One Out of Every Four Hamburgers Turns Brown Before It Is Done.

- Many participants believed this slogan did not provide them with any new information; they already knew that hamburgers can turn brown before they are done. Some mentioned that "*all hamburgers turn brown before they're done*;" these participants seemed to think the slogan referred to the external color of the hamburger.
- It appeared that a few participants did not understand the food safety message; one participant said she didn't understand the message because some people like their hamburgers medium rare (red on the inside).

Is It Done Yet? You Can't Tell by Looking. Use a Food Thermometer to Be Sure.

- A few participants said this slogan was more effective than "Seeing isn't believing" because it is "*straightforward*" and a "*reminder to 'use a food thermometer'.*"
- After seeing this slogan, many participants stated that they do not use a food thermometer during every day cooking, only when cooking whole chickens and turkeys. They implied that it was unrealistic to expect consumers would use a food thermometer during every day cooking because of the hassle and inconvenience.
- Several participants admitted that they do not own a food thermometer but instead rely on their cooking experience and/or time to determine the doneness of meat and poultry. The phrase "use a food thermometer" did not seem to concern them.

- Some participants stated this slogan was too long and thus did not get their attention.
- A few participants associated this slogan with food safety.

Meat Done Right Every Time.

- Most participants interpreted the word “meat” in the slogan “Meat done right every time” to mean strictly beef.
- Many participants thought this slogan was vague and questioned to what the word “right” referred.
- Some participants associated this slogan with cooking preparations and personal taste preferences for the doneness of red meat (e.g., rare, medium, and well).
- Some participants associated this slogan with a restaurant slogan promoting the quality of its meat.

Perceived Benefits of Slogans

Seeing Isn't Believing. One Out of Every Four Hamburgers Turns Brown Before It Is Done.

- Many participants believe this slogan refers to food safety. Some believe it is a reminder to be cautious when cooking hamburgers.

Is It Done Yet? You Can't Tell by Looking. Use a Food Thermometer to Be Sure.

- Many participants think this slogan refers to food safety and is a reminder to “Use a food thermometer.”

Meat Done Right Every Time.

- Some participants said this slogan does not provide enough information. A few suggested this slogan implies directions on how to prepare meats to personal taste preferences (e.g., rare, medium, and well).

Ranking of Alternative Slogans

Table 1 presents participants' ranking of the alternative slogans. Each participant ranked (first and second choices) the slogans that he or she found most attention getting and most memorable. In addition, each participant chose his or her overall favorite and the slogan that he or she thought would most likely encourage parents of young children to take action (e.g., seek out information on, purchase, or use a food thermometer).

Most Attention Getting

- Many participants (6) ranked “Is it done yet?” as the most attention getting slogan because it is direct and provides more information compared to the other two slogans.
- Two participants ranked “Seeing isn't believing” as the most attention getting because they could “visualize” raw meat and believed the message of this slogan was food safety.

Table 1. Participants' Ranking of Alternative Slogans

Slogans	Most Attention Getting		Most Memorable		Overall Favorite	Most Likely to Result in Action
	First Choice	Second Choice	First Choice	Second Choice	First Choice	First Choice
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	2	4	3	2	1	0
Is it done yet? You can't tell by looking. Use a food thermometer to be sure.	6	2	3	5	5	8
Meat done right every time.	0	2	2	1	2	0

Note: Slogans are listed in the order presented in the focus group.

Most Memorable

- Participants had mixed opinions as to which slogan was most memorable.
- Three participants ranked "Seeing isn't believing" as most memorable because it is the most believable of the three slogans—" *'Seeing isn't believing' when you are cooking hamburger.*"
- Three participants ranked "Is it done yet?" as most memorable. Two participants found this slogan memorable because it reminded them to use a food thermometer. One participant found this slogan memorable because they related the slogan to the phrase "Are we there yet?"
- Two participants ranked "Meat done right every time" because it is short and catchy.

Overall Favorite

- The majority of participants (5) chose "Is it done yet?" as their favorite slogan because they believed the message [use a food thermometer] was direct and it provided more information compared to the other two slogans.

Most Likely to Result in Action

- All participants chose "Is it done yet?" as the slogan most likely to encourage parents of young children to take action and either seek out more information, purchase, or try a food thermometer when cooking at home. Participants think this slogan is the most direct and provides more information compared to the other two slogans. Also, this slogan's message is not limited to hamburgers.

Suggestions for New Slogan

Participants offered the following suggestions for possible slogans for a food thermometer campaign:

- ▶ Be wise. Be sure. Use a food thermometer.
- ▶ Eat well. Cook right. Use a food thermometer.
- ▶ Is it safe yet? Only your meat thermometer knows for sure.
- ▶ It's not done until your meat thermometer says it is.
- ▶ *E. coli*—Make sure it's not what's for dinner tonight.
- ▶ Make sure this meal is not your last. Test the doneness of meat with a thermometer.
- ▶ Well done is well done.
- ▶ Seeing isn't believing. You can't tell just by looking. Use a food thermometer every time.
- ▶ [Picture of children eating dinner.] Is their food cooked properly?
- ▶ The right temperature every time!
- ▶ Don't rush—cook your food with care.
- ▶ *E. coli* doesn't belong in your child's diet.
- ▶ Use a food thermometer for a meal well done.
- ▶ Better safe, then sick—Use a food thermometer.
- ▶ Father [Mother] knows best. Use a food thermometer.
- ▶ Think your meat is done? Think again. Use a food thermometer.
- ▶ Is it done yet? Are you sure? Use a food thermometer.
- ▶ Seeing isn't believing. You can't tell by looking. Use a food thermometer every time and make sure it's done right.

EVALUATION OF CONCEPTS

Instead of an actual slogan, the concepts used in the Bethesda focus groups included a placeholder for the slogan (i.e., "Slogan Goes Here").

Concept A—Mother and Daughter

Concept A was presented and discussed first. Concept A incorporated the image of a mother and daughter preparing a roast for dinner with accompanied text and brochure.

- ▶ Most participants suggested using a smaller cut of meat in the picture rather than a large roast to communicate the food safety message of using a food thermometer in daily cooking.
- ▶ Some participants liked the picture of the mother and daughter but suggested that it would be more realistic if an older child was shown using a food thermometer.
- ▶ Some participants believed the picture of the mother and daughter was too formal (e.g., a holiday dinner) and suggested a more casual kitchen setting.

- A few participants said the concept looked more like a cover of a cooking magazine advertising recipes rather than promoting food safety.
- One participant said she liked the fact that the concept looked like a magazine cover because she found it attractive and appealing.
- Most participants preferred the yellow poster to the red poster; a few said they associated red with raw meat.

Concept B—Family Grilling

Concept B was presented and discussed second. Concept B incorporated a family grilling hamburgers outside at a social function and included icons of meats with proper internal temperatures.

- Most participants really liked the meat icons with the internal temperatures and the graphic of the hamburger with the disposable thermometer; these graphics really grabbed their attention.
- Most participants liked the use of hamburgers in this concept and suggested that smaller cuts of meats need to be the primary focus in any concept used to promote the use of food thermometers in every day cooking.
- Many participants thought this concept was too busy and that there was too much text.
- One participant commented that this concept was very retro of the 50s and 60s.

Ranking of Alternative Concepts

Table 2 presents participants' ranking of the alternative concepts. Each participant chose the concept that he or she thought would most likely encourage parents of young children to take action (e.g., seek out information on, purchase, or use a food thermometer). The majority of participants (6) preferred Concept B (family grilling hamburgers). Participants really liked the meat icons with the proper internal temperatures and the use of a smaller cut of meat; however, they did think this concept was too busy and suggested limiting the text. Two participants preferred Concept A because it was more attractive and less busy than Concept B. One participant suggested that the concept should show an individual checking the temperature of the meat during the cooking preparations rather than at serving time like the pictures used in both concepts.

Table 2. Participants' Ranking of Alternative Concepts

Concepts	Most Likely to Result in Action
A—Mother and Daughter	2
B—Family Grilling	6

Note: Concepts are listed in the order presented in the focus group.

DELIVERY MECHANISMS

Participants offered the following suggestions as ways to reach parents of young children with information about food thermometers:

- billboards
- celebrity endorsements (e.g., Katie Couric)
- children's television programming (e.g., PBS)
- cookware and kitchen stores
- daycares
- doctors' offices
- grocery stores
 - entrance
 - meat department
 - promotions
- magazines
 - cooking
 - parenting
- radio advertisements
- schools
 - newsletters
 - PTA
- Web sites
 - National Institutes of Health (NIH)
 - parenting

Bethesda, MD
8:00 p.m.

Evaluation of Slogans and Concepts for USDA's
Food Thermometer Education Campaign
Bethesda, MD
January 29, 2004, 8:00 p.m.

Eight "Boomburbs" (five women and three men) participated in the focus group. All participants have children who are less than 10 years old, have primary or shared responsibility in their households for cooking, and prepare meat and poultry at home three or more times a week.

FOOD THERMOMETER USE

Three participants own a food thermometer, and two participants use a food thermometer for large roasts, but no participants use a thermometer when cooking smaller cuts of meat (e.g., chicken breasts).

EVALUATION OF SLOGANS

First Impressions of Slogans

Is It Done Yet? You Can't Tell by Looking. Use a Food Thermometer to Be Sure.

- Several participants admitted that they do not own a food thermometer but instead rely on their cooking experience and/or time to determine the doneness of meat and poultry. The phrase "use a food thermometer" did not seem to concern them.
- Some participants stated this slogan was too long and thus did not get their attention.
- A few participants associated this slogan with food safety.

Meat Done Right Every Time.

- Most participants associated this slogan with a restaurant promoting the quality of its meat or prepackaged food.
- A few participants associated this slogan with a process or equipment (e.g., convection oven or cookbook) that guarantees personal taste preferences for the doneness of red meat (e.g., rare, medium, and well).

Seeing Isn't Believing. One Out of Every Four Hamburgers Turns Brown Before It Is Done.

- Most participants stated they prefer their hamburgers cooked medium rare or medium and hence would prefer them to *not* turn brown. They prefer taste over doneness and did not seem very concerned about the safety of eating undercooked hamburgers.
- One participant expressed concern about the way he cooks hamburgers after reading this slogan; however, the rest of the participants were not very concerned because they "*rely on years of cooking experience*" to prepare hamburgers and other meats.

- After reading this slogan, one participant stated she thought of the slogan “Is it done yet?” and its reference to “use a food thermometer.”

Perceived Benefits of Slogans

Is It Done Yet? You Can't Tell by Looking. Use a Food Thermometer to Be Sure.

- Most participants did not think this slogan was helpful. Because they consider themselves to be experienced cooks, most participants are confident they prepare meat and poultry safely.

Meat Done Right Every Time.

- Most participants interpreted the word “meat” in the slogan “Meat done right every time” to mean strictly beef. Only one participant associated the word “meat” with meat and poultry.
- A few participants suggested that this slogan implied preparation instructions or equipment that would result in meat cooked to their personal taste preferences (e.g., rare, medium, and well).

Seeing Isn't Believing. One Out of Every Four Hamburgers Turns Brown Before It Is Done.

- Most participants did not think this slogan was helpful; they already know that “seeing isn't believing” but are not overly concerned because of their “years of cooking experience.”

Ranking of Alternative Slogans

Table 1 presents participants' rankings of the alternative slogans. Each participant ranked (first and second choices) the slogans that he or she found most attention getting and most memorable. In addition, each participant chose his or her overall favorite and the slogan that he or she thought would most likely encourage parents of young children to take action (e.g., seek out information on, purchase, or use a food thermometer).

Most Attention Getting

- Most participants (6) ranked “Seeing isn't believing” as the most attention getting slogan because the first sentence of the slogan is catchy and they agreed with its message.
- One participant ranked “Is it done yet?” as the most attention getting slogan because its message provokes one to try a food thermometer.

Most Memorable

- Participants had mixed opinions as to which slogan was most memorable.
- Three participants ranked “Seeing isn't believing” as most memorable because the first sentence of this slogan catches their attention.
- Three participants ranked “Meat done right every time” as most memorable because it is short and because it reminds them of the Perdue slogan, “Chicken done right.”
- Two participants ranked “Is it done yet?” as most memorable because they related the slogan to the phrase “Are we there yet?”

Table 1. Participants' Rankings of Alternative Slogans

Slogans	Most Attention Getting		Most Memorable		Overall Favorite	Most Likely to Result in Action
	First Choice	Second Choice	First Choice	Second Choice	First Choice	First Choice
Is it done yet? You can't tell by looking. Use a food thermometer to be sure.	1	3	2	3	1	5
Meat done right every time.	1	4	3	1	5	3
Seeing isn't believing. One out of every four hamburgers turns brown before it is done.	6	1	3	4	2	0

Note: Slogans are listed in the order presented in the focus group.

Overall Favorite

- The majority of participants (5) chose "Meat done right every time" as their favorite slogan because it is short, direct, and more like a slogan compared to the other two slogans.
- Two participants chose "Seeing isn't believing" as their favorite slogan. One participant chose it because he "*hated it the least of the three slogans,*" and one participant chose it because it invoked concern about safely cooking hamburgers.
- One participant chose "Is it done yet?" as her favorite slogan because its message provokes one to try a food thermometer.

Most Likely to Result in Action

- Six participants chose "Is it done yet?" as the slogan most likely to encourage parents of young children to take action and either seek out more information, purchase, or try a food thermometer when cooking at home because it includes the words "food thermometer." Participants suggested that if the objective of the campaign is to promote food thermometer use, then the words "food thermometer" must appear in the slogan.
- Two participants chose "Seeing isn't believing" as the slogan most likely to result in action because the statistic ("one out of four hamburgers...") invokes fear and concern, particularly regarding their children.

Suggestions for New Slogan

Participants offered the following suggestions for possible slogans for a food thermometer campaign:

- Cook meat right. Use a food thermometer.
- Don't get sick. Cook it right. Use a food thermometer.
- Be sure it's done right. Use a food thermometer.

- Is a juicy burger worth your child's health? Use a food thermometer.
- One out of four kids gets sick eating undercooked cheeseburger. Use a food thermometer.
- Even the best chef doesn't take chances with his children. Use a food thermometer.
- All foodborne bacteria die at 180°. Do you know what 180° looks like? Use a food thermometer.
- Don't take risks with your child's burger. Use a food thermometer.
- Please be sure! Raw or rare foods can make your child ill.
- Kids can't eat rare meat and poultry. Please make sure it's done.
- Using a thermometer could save your child's life. Be sure meats are cooked thoroughly.
- Keep your kids healthy. Check the temperature of meat to be sure it's cooked safely.
- When your children aren't right, you use a thermometer. Why not on their meat?
- Hot stuff? Really cooked? Check it to be sure.
- Why risk food poisoning for your kids? Use a food thermometer.
- Food thermometer. The only way to ensure your kids are eating fully cooked meat.
- Be sure your child is safe—use a food thermometer to test for doneness.
- Is that meat safe for your child? Use a food thermometer every time.
- Thermometers and meat go hand-in-hand to keep your children safe.
- Hamburgers well done.

EVALUATION OF CONCEPTS

Instead of an actual slogan, the concepts used in the Bethesda focus groups included a placeholder for the slogan (i.e., "Slogan Goes Here").

Concept B—Family Grilling

Concept B was presented and discussed first. Concept B incorporated a family grilling hamburgers outside at a social function and included icons of meats with proper internal temperatures.

- Most participants really liked the icons of meats with proper internal temperatures and suggested that the icons need to be the primary focus in any concept.
- Some participants liked the graphic of the hamburger with the disposable thermometer; this graphic really grabbed their attention.
- Many participants expressed that the concept used too much text and they had no desire to read this lengthy information.
- Some participants found the graphic of the family grilling hamburgers out-dated, old-fashioned, unrealistic, or ordinary. A few participants mentioned they did not like the graphic of the "*happy family*."
- A few participants believed that not everyone would recognize the cuts of meats used to display the proper internal temperatures.

Concept A—Mother and Daughter

Concept A was presented and discussed second. Concept A incorporated the image of a mother and daughter preparing a roast for dinner with accompanied text and brochure.

- Most participants liked the picture of the mother and daughter more than the family pictured in Concept B because it focused more on children.
- Some participants said this concept reminded them of a magazine format. They found this concept more attractive than Concept B.
- Most participants suggested that the graphic use a smaller cut of meat (e.g., chicken breasts or hamburgers) instead of the roast.
- Some participants suggested increasing the font size of the internal temperatures shown at the bottom and making the internal temperatures the primary focus of the concept.
- Some participants found it difficult to see the food thermometer in the picture and suggested that a food thermometer be more visible in the concept.
- Most participants said they would not pick up the brochure if they saw this concept displayed in a cookware store.
- Most participants preferred the red poster to the yellow poster; some participants said the red color grabbed their attention more than the yellow.

Ranking of Alternative Concepts

Table 2 presents participants' ranking of the alternative concepts. Each participant chose the concept that he or she thought would most likely encourage parents of young children to take action (e.g., seek out information on, purchase, or use a food thermometer). The majority of participants (5) preferred Concept A (mother and daughter preparing roast) because they found it more attractive and they liked that the child in the picture was more prominent than the child in Concept B.

Table 2. Participants' Ranking of Alternative Concepts

Concepts	Most Likely to Result in Action
B—Family Grilling	3
A—Mother and Daughter	5

Note: Concepts are listed in the order presented in the focus group.

Participants suggested developing a concept that includes icons of meats with proper internal temperatures, a graphic with a smaller cut of meat (e.g., hamburgers) and a food thermometer prominently displayed; and a graphic that focuses on children. A few participants suggested developing a concept that invokes fear or concern about children's safety and health.

DELIVERY MECHANISMS

Participants offered the following suggestions as ways to reach parents of young children with information about food thermometers:

- doctors' offices
- food labels and packaging—include disposable thermometer
- grocery stores
 - meat department
 - coupon dispensers
- magazines
 - cooking
 - parenting and baby
- parenting list serves
- school newsletters and updates
- television
 - commercials during children's programming (e.g., PBS)
- Web sites