

**Focus group questions assessing American Indian knowledge, attitudes, beliefs and recommendations about soft drinks.**

(Adapted from IHS Emerging Leaders Report, 2005)

**Names and identification of the primary grocery shopper:**

**1. Factors in food purchase and soda pop consumption**

- What beverages do you and your family like to drink?
- What are some of the reasons that certain beverages are bought and consumed in your home?
- How does what you drink affect your health?

**2. Soda pop consumption: knowledge, attitudes, and beliefs**

- Why do you drink soft drinks like soda pop?
- If you were asked to drink fewer soft drinks or soda pops, how would you feel?
- What are some of the bad things about drinking soda pop?
- Have you ever heard anything about drinking fewer soft drinks or soda pop?

**3. Social influences/community channels and networks**

- Who do you usually talk to about your health and the health of your family?
- Do you influence the health of your family and community?
- Where do you get information about food and beverages?
- What is the best way to get the word out about health and soda?
- What would help your community reduce the amount of soda pop they drink?

**4. Slogan Development**

- Do you have any ideas for a slogan that would encourage people in your community or school to drink fewer soft drinks or soda pops?
- What do you think of the slogans "stop the pop", "you are sweet enough", and "pop busters"?