

**FOOD HABITS AND KNOWLEDGE OF MORINGA OLEIFERA
FORMATIVE RESEARCH
FOR A DEVELOPMENT OF SNACKS SUPPLEMENTED WITH MORINGA OLEIFERA**

MODERATOR'S TOPIC GUIDE

January 30, 2019
First Draft Guide

Topic: *Students' food habits and knowledge of Moringa*
Overall Objectives: To assess participants' food habits and knowledge of moringa and use the information gained to develop new snacks from local and familiar food supplemented with moringa that will be widely acceptable by students of Groups from low income households in South Africa.

I. Background and Introductions (15 MINS.)

**Prior to commencing the FGD session, participants will complete a worksheet on which they will record foods/snacks eaten over the previous 24-hour period and their reasons for choosing these foods/snacks and not the others. (Why did you choose foods/snacks and not others). Afterwards there would be group discussion on factors influencing participant food/snacking habits and knowledge of moringa and the moderator will record these factors on a flip chart.*

Welcome and Opening Comments

Thank participants for agreeing to come.
Explain what a focus group is.
Encourage participants to speak freely throughout the discussion. Not seeking consensus.
There are no right or wrong answers.
Identify topic in broad terms. Use the phrase "going to talk about some of the reasons/factors you just listed as influencing your food/snacking habits"
Tell participants how long group discussion will last (about 90 minutes).
Mention that moderator may interrupt discussion to move group along.

Mention that the session is being audiotaped. Also, information that group discusses will be analyzed as a whole--will not be analyzing individuals independently. No participant names will be used in any analysis of the discussion. Information given by the group will not be available to the general public.

(NOTE: If a participant asks how the information will be used, the answer "to develop new snacks from local food and supplement it with moringa" should be given.)

Introduction of Participants:

Could we begin by each of you telling us your first name and a little something about yourself like year and course of study? Let's start with you [*address one participant*].

II. Discussion Areas

Factors influencing food habits: Section 1 (15 MINS.)

1. Which factors from the list did you place as your top 3?

Probe for why those factors ranked above the others.

If "being healthy" is mentioned, probe for what "being healthy" means to participants (e.g., not being sick, looking fit and trim, or just being able to get out of bed every day).

2. Think about your top 3 most important factors. Tell me how or if you are able to fit them into your life?

Probe for whether highly valuing a factor necessarily means incorporating it into your life, or not.

3. Please mention at least three foods you eat either every day or frequently

Ask participants to identify at least three frequently eaten staple food apart from rice. Foods such as bread, muffins, maize meal, wheat flour, samp, potatoes etc. should feature prominently in responses of participants.

4. What do you know or think about the nutritional benefits of the three foods you identify in question 3?

Participants should state whether these foods are high or low in nutritional contents. Depending on the response of participants, moderator should ask different follow-up questions from participants that think these foods have low nutritional contents and those that think they have high nutritional contents.

5. We've talked some about (or we haven't mentioned) "nutritional benefits." I'd like to focus in on that a bit. Let's talk about how the way we eat is related to our health.

Probe for what participants understand by nutritional benefits or value of food. How important is nutritional benefits when choosing what to eat? How do you identify foods with high nutritional benefits? (Explain the nutrients you looked out for in your food)

6. What foods do you think can be added to your favorite food or snack to make it a nutritious meal?

Probe for why participants suggest the foods to be added to their favorite snack. Are these suggested truly rich in vital nutrients that makes a healthy meal? Are the suggested foods available locally? Did they suggest moringa?

7. Can you cite some examples of leafy vegetables which can be added to your favorite food or snack?

If any of the participants suggested moringa then follow-up with the questions below:

- i. Do you have a specific reason in mind for suggesting moringa leaves?
- ii. Do you think addition of moringa to your favorite meal or snack will alter the taste or flavor and make it less appealing?

Healthy Eating Habits: Section 2
(35 MINS.)

1. **When I say "eating right" or "eating healthy" what comes to mind for you? What do you think of when you think of eating right or eating healthy?**

Explore participants' definitions of eating right.

Probe for knowledge including questions like:

--What does eating "more fruits and vegetables" mean to you? And, How many fruits and vegetables should someone like you eat?

--What does eating "less fat" mean to you? How much less? If something is "fat-free," how does it fit into a healthy diet?"

2. **What are some of the things that KEEP you from making changes in your eating habits?**
Probe for what might keep someone from changing the things they would like to change.

IMPORTANT: Probe for both internal barriers (e.g., feelings, beliefs, personal traits) AND external barriers (e.g., influence of family, children, friends, coworkers, community, availability of resources).

[*MODERATORS' NOTE: Probe for any underlying causes for answers like "no willpower," "it's in my mind," or "laziness."*]

If children or spouse have not been mentioned, probe for how--or, if--they might hinder change.

3. **Now that we have talked about things that keep us from making changes, what are some of the things that could HELP you make changes in your eating habits?**

IMPORTANT: Again, probe for both internal suggestions (e.g., feelings, beliefs, personal traits) AND external suggestions (e.g., influence of family, children, friends, coworkers, community, availability of resources).

Ask for *specific* suggestions:

What are some things you and your children could do that would be helpful?

Your community? (Specify places like)

Your schools?

Your neighborhood grocery store?

Your church?

Your office/workplace?

Some of you mentioned packing a lunch instead of eating fast food (or another example), what could you do to make that happen?

4. (If necessary, use the following probe.)

What would you need to learn how to do in order to eat healthier?

(Fine for some to say they do not KNOW what they would need to learn.)

Prompts, if needed, to generate discussion include:

- . how to cook tasty, low fat foods
- . selecting, storing, preparing, or serving fruits and vegetables or lower fat foods
- . how to make healthy foods more convenient
- . how to read nutrition labels
- . how to ask for low-fat salad dressing in a restaurant
- . develop a new habit of choosing low-fat foods when shopping

Probe for perception of ability to overcome barriers.

5. Some people find that nutrition recommendations for the public are confusing...

If the advice is that people should eat more fruits and vegetables, and eat less fat, how would you convince someone to do this?

(MODERATORS' NOTE: Use "convince the other side of the table" technique. Avoid having a single spokesperson and get as many suggestions as possible. May want to give each side a set time (2-3 mins.) to give as many reasons as possible.)

Probe "Convincers":

-Would you concentrate on the health problems that are caused by bad eating habits---or, would you talk more about the benefits of eating right (e.g., look good, feel better)?

Probe "Convincees":

-What are the tradeoffs of doing these things?

-If you're convinced, what things are keeping you from doing what they say to do?

Moringa Benefits: Section 3

(20

MINS.)

(NOTE: This section can be cut back if running over time on healthy eating section.)

1. (Explore participants' definitions of healthy food habits.)

When you hear the term "healthy foods," what comes to mind? What does "healthy food" mean to you? What are some examples?

What are some of the examples of healthy foods you can think of?

How about foods like amagwinya (fat cooks), amanqina (chicken feets), kota (bread filled with chips, polony eggs etc.). Do you consider these to be healthy foods?

What is it about these foods that make them fit/not fit your idea of healthy food?

Probe beyond conceptualization of the terms to learn whether participants perceive "healthy food habits" as an overarching life issue.

2. **From talking to other groups like this and from previous readings, I know that lots of people have heard of the nutritional benefits of moringa. Despite ALL its benefits, we all know that many people do not eat moringa or buy moringa supplemented products. So, here is a message for those of us who aren't eating moringa and moringa supplemented products yet. [Hand out papers]**

Look at the message on your sheet. Researchers have found that you can get these nutrients from eating moringa. [Emphasize that health benefits will occur.]

(Message reads: "Moringa is claimed to have many nutritional benefits: antibacterial, anticancer, antiasthma, antihypertensive, immunity booster, anti-inflammatory, improves fertility and reproductive health and nutritional supplement.")

What do you think about this message?

What is the value of these nutritional benefits of moringa to you ("antibacterial," "anticancer," and "immunity booster")? [Keep discussion brief.]

EXPLAIN terms before continuing:

Antibacterial – fight against bacterial that cause diseases

Anticancer – fight or prevent the growth of tumor that cause cancer

Immunity booster – increase the ability of the body to fight diseases

3. **If you are not likely to eat moringa despite its benefits, what are some of the things that are likely to KEEP you from eating moringa products?**

Probe for what might keep someone from eating healthy food products like moringa
[MODERATORS' NOTE: Keep the group focused on moringa food products.]

IMPORTANT: Probe for both internal suggestions (e.g., feelings, beliefs, personal traits) AND external suggestions (e.g., influence of family, children, friends, coworkers, community, availability of resources).

[MODERATORS' NOTE: Probe for any underlying causes for answers like "not motivated," "it's in my mind," or "laziness."]

If children or spouse have not been mentioned, probe for how--or, if--they might hinder change.

4. **Now that we have talked about the things that keep us from eating healthy food products such as moringa, what are some of the things that could HELP you eat moringa supplemented food products?** (Question is *ESPECIALLY* important for the "interested in nutrition" group because some members may already be eating moringa products.)

IMPORTANT: Again, probe for both internal suggestions (e.g., feelings, beliefs, personal traits) AND external suggestions (e.g., influence of family, children, friends, coworkers, community, availability of resources).

Ask for *specific* suggestions:

What are some things your family (spouse, children) could do that would be helpful?

Your community?

Your schools?

Your

neighborhood?

Your church?

Your office/workplace?

5. (If necessary, use the following probe.)

What would you need to know to eat more moringa food products?

(Fine for some to say they do not KNOW what they would need to know.) Prompts, if needed, to generate discussion include:

. how to prepare moringa at home for household consumption

. planting moringa in the backyard garden

Probe for perception of ability to overcome barriers.

6. **Thinking back to the message we talked about earlier (refer to printed message on sheet). If you were trying to CONVINCe someone to get more eat moringa products, how would you do that?**

(MODERATORS' NOTE: Use "convince the other side of the table" technique. Avoid having a single spokesperson and get as many suggestions as possible. May want to give each side a set time (2-3 mins.) to give as many reasons as possible.)

Probe "Convincers":

-Would you concentrate on the health problems that may be caused by eating unhealthy foods---or, would you talk more about the benefits of eating moringa products (e.g., look good, feel better).

Probe "Convincees":

-What are the tradeoffs of doing these things?

-If you're convinced, what things are keeping you from doing what they say to do?

III. Wrap up and Departure (5 MINS.)

Check with observers and quickly cover any final issues if necessary.

Offer an opportunity for any *short* final comments participants would like to make.

Have participants complete short demographic questionnaire before they leave the room.

Thank participants for their time and insights.

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Screening Questions

January 30, 2019

Hello! We're conducting a study on food habits and knowledge of moringa among University of Fort Hare and University of Limpopo students. If you qualify for this study, you would be asked to come and give your opinions in a group discussion which would last for about 90 minutes at a designated venue in your campus. May I ask you a few questions?

1. Do you have children living in your home with you or guardian?

_____ Yes
_____ No- [Thank respondent and terminate.]

2. Which of the following age ranges do you fall into?

_____ 17 or younger
_____ 18 to 25
_____ 26 to 30
_____ 31 to 40
_____ 41 or older

3. Is your race:

_____ Black African
_____ Others - [please specify your race.]

4. What is your year of study?

_____ Year 1
_____ Year 2
_____ Year 3
_____ Year 4
_____ Year 5
_____ Post-graduate (M.Sc. or PhD)

5. Do you and your child/children eat snacks regularly?

_____ YES
_____ NO

6. Regarding eating snacks, which of the following sentences best describes you? Are you:

_____ Currently trying to make healthful changes in your diet?
_____ Interested in making healthful changes within the next 6 months?
_____ Not interested in making dietary changes in the near future?

The next questions are about how much you know about moringa and its nutritional benefits

7. Have you heard about moringa before?

_____ Yes
_____ No

8. If yes, where did you get information about moringa?

9. Have you used moringa in the past? Either as food or used on any parts of the body externally

_____ Yes
_____ No

10. If yes, in what form have you used moringa

_____ Fresh (leaves, roots, seeds)
_____ Powdered leaf form
_____ Powdered seeds
_____ Others (Please specify)

11. Mention the nutritional and non-nutritional benefits you are aware of

1 _____
2 _____
3 _____
4 _____

As I mentioned earlier, the study is a group discussion on food habits and knowledge of moringa among student mothers. We will be selecting participants within the next couple of days. If you are selected and are able to participate in the study you would be contacted. Refreshments will be served during our discussion.

Check availability on September 04 2019 at 16H30 at Agricultural Board Room

Check availability on September 05 2019 at 16H30 at Agricultural Board Room

Check availability on September 06 2019 at 16H30 at Agricultural Board Room

Could I please confirm your name and address?

NAME: _____

SCHOOL ADDRESS: _____

PHONE: _____

Thank you for your time