

APPENDIX D RECRUITMENT CRITERIA

FSANZ ALLERGEN LABELLING SURVEY SAMPLING AND MAILOUT INSTRUCTIONS

Dear «Doctor_Contact»

Thank you for agreeing to help NFO Donovan Research distribute this survey questionnaire to clients with serious food allergies on behalf of Food Standards Australia New Zealand (FSANZ)

The FSANZ allergen labelling survey aims to assess people's awareness, understanding and behaviour in relation to food labels when purchasing food for themselves or for someone in their household who has a serious allergy to food or food ingredients, all of which affect the management of allergies in the household.

In this package, you should have received:

- «Sample_size» questionnaire packs for distribution to your clients (plus one for your records), each pack containing;
- *Questionnaire*
- *Information letter from FSANZ;*
- *Reply paid envelope;* and
- *Consent form for participants below 18 years of age*
- «Sample_size» reminder cards for distribution to your clients (plus one for your records); and
- One acknowledgment card to be posted to the NFO Donovan Research advising of the number of questionnaires posted to your clients and date of postage, with a copy at the end of this sheet for you to retain.

Who should get this questionnaire ?

From your records, can you please identify «Sample_size» clients who are 'at risk' of anaphylactic reaction to certain foods or food ingredients and who are currently over 1 year of age. Please select clients who have been seen at the clinic in the past 2 years.

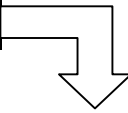

We want to include a broad cross-section of the population who are 'at risk' of anaphylactic reactions to food or food ingredients, so that we can assess the effectiveness of labelling for all types of allergies. Please select clients to roughly represent the proportion of each food allergy typically seen at your clinic.

Thus, if for example a third of the clients seen at your clinic have an egg allergy, then that proportion of the total number of questionnaires you have been asked to send out should be sent to clients with an egg allergy, selected at random from your client records from the previous 2 years. If a client has more than one allergy that may cause anaphylaxis, they should be included as part of the sample for the least common allergy seen at your clinic

As we recognise that client records will not be standardised across each different medical centre, it is not possible to give detailed instructions about how you can obtain an appropriate sample of clients within the criteria specified. We must leave this to your discretion and professional judgement, however if further direction is required, you can call NFO Donovan Research on the number provided below and we will be happy to discuss it with you.

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1. Identify the clients to whom the questionnaire will be sent (as per the criteria above).
2. Prepare 2 address labels for each client.
3. For each client selected, attach 1 address label to a Questionnaire Pack and the other label to a Reminder Card (retain for 2 weeks).
4. Complete details on the Acknowledgment Card and on the end of this instruction sheet (for your records).
5. Post Questionnaire Packs to clients.
6. Post the Acknowledgment Card to NFO Donovan Research (note the date of postage on this sheet).
7. Post Reminder Cards to clients 2 weeks after posting the Questionnaire Packs (note the date of postage on this sheet).

Total number of questionnaires mailed out:	<input style="width: 80%;" type="text"/>	
Date questionnaires posted:	<input style="width: 80%;" type="text" value="/ /2003"/>	
Allergies covered:	#↓	Have you posted the acknowledgment Card posted to:
Peanut (groundnuts)	<input style="width: 60px; height: 20px;" type="text"/>	 NFO <small>WORLDGROUP</small> Donovan Research, 13 Richardson Street, WEST PERTH WA 6005
Milk	<input style="width: 60px; height: 20px;" type="text"/>	
Soy	<input style="width: 60px; height: 20px;" type="text"/>	
Wheat	<input style="width: 60px; height: 20px;" type="text"/>	
Egg	<input style="width: 60px; height: 20px;" type="text"/>	
Tree nuts	<input style="width: 60px; height: 20px;" type="text"/>	
Fish	<input style="width: 60px; height: 20px;" type="text"/>	
Shellfish	<input style="width: 60px; height: 20px;" type="text"/>	
Sulphites	<input style="width: 60px; height: 20px;" type="text"/>	
Sesame seeds	<input style="width: 60px; height: 20px;" type="text"/>	
Other	<input style="width: 60px; height: 20px;" type="text"/>	YES <input style="width: 20px; height: 20px;" type="checkbox"/>
Date Reminder Cards posted:	<input style="width: 80%;" type="text" value="/ /2003"/>	