

ATTACHMENT B - IN-DEPTH INTERVIEW RECRUITMENT SCREENER

NOTE: This letter will be sent by USDA/FNS to its internal and external partners prior to FH/GMMB calling partners to schedule the interviews.

Dear FIRST NAME:

As you know, USDA Commodities play a vital role in providing healthy foods to schools and low-income families across the country and, in recent years, has made improvements to its food offerings and nutrition guidelines. However, not everyone is aware of these important changes and how to best utilize the program.

In an effort to address these misperceptions, USDA FNS has contracted with Fleishman-Hillard, an independent communications agency, to rebrand USDA Commodities and develop a communications plan. As part of this process, we want to include input from our partners. Given your position, background, and expertise, we would personally like to ask for your help in this process by sharing your opinions and insights.

Fleishman-Hillard's research team will be conducting telephone interviews with our partners during the month of November. In the coming days, a representative from Fleishman-Hillard will contact you to schedule a 30 to 40 minute telephone interview at your convenience. Please know that your participation is strictly voluntary and that there are no penalties for not participating in whole or in part.

The Office of Management and Budget (OMB) has approved this collection of information. According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to last no more than 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Research and Analysis, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302 (0584-0524).

Please be assured that Fleishman-Hillard will exercise the highest degree of confidentiality and sensitivity when handling the results. All responses will be used for summary analysis only. The information you provide will be kept confidential, and will not be disclosed to anyone but the researchers conducting this investigation, except as otherwise required by law. Your name will not be revealed in conjunction with any aspect of this study or the analysis.

I hope that you will accept this invitation to participate in an interview. Your opinions will help us generate a truly meaningful analysis and communications plan.

Sincerely,

USDA/FNS/USDA COMMODITIES REPRESENTATIVE