

**ATTACHMENT N -BENCHMARK AND TRACKING SURVEY QUESTIONNAIRE FOR CHILD NUTRITION
PROFESSIONALS**

NOTE FOR INTERNAL USE ONLY: The purpose of the benchmark Web-based survey is to assess Child Nutrition Professionals' current levels of awareness and attitudes toward the USDA Commodities Program, its prospective new name, and the National School Lunch Program (NSLP). The actual name and messages tested will be determined **after** qualitative research has been completed. These will not be the message platforms tested through the qualitative focus groups and in-depth interviews. Rather, the messages tested in questions 15, 18, and 19 will be tailored to the specific perceptions and attitudes of this audience that FNS wants to measure over time.

Because the new program name may be USDA Foods, or something completely different, we will use the original program name - USDA Commodities - as part of the benchmark measure. This will allow us to quantify Child Nutrition Professionals' awareness of the old and new name and track the recognition of the new name over time.

INTRODUCTION

Thank you for taking the time to participate in this important study, sponsored by the U.S. Department of Agriculture (USDA), Food and Nutrition Service (FNS). Your input is extremely valuable.

Your responses are confidential and will never be linked to you or your organization by name. All responses will be used for summary analysis only.

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 average 15 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). Do not return the completed form to this address.

SCREENING

1. Are you currently employed as a Child Nutrition Professional at a school district or individual school? *By Child Nutrition Professional, we mean a food service director, supervisor, or a position in which you are responsible for managing a school district's or school's meal programs.*

1	Yes - CONTINUE
2	No - TERMINATE

2. Are you currently:

1	Employed full time
2	Employed part time
3	Refused - TERMINATE

3. How many years have you worked in this profession?

_____ RECORD

SURVEY

PERCEPTIONS OF SCHOOL MEAL PROGRAMS

4. Using the following scale, please rate how much you agree or disagree with how each of the following words or phrases describes the food provided to students through school meal programs (both purchased and commodity). ROTATE ORDER OF ITEMS.

Descriptives	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know
Nutritious	5	4	3	2	1	6
Variety	5	4	3	2	1	6
Low-sodium (salt)	5	4	3	2	1	6
Tasty	5	4	3	2	1	6
Low-fat	5	4	3	2	1	6
American-grown	5	4	3	2	1	6
Convenient	5	4	3	2	1	6
Wholesome	5	4	3	2	1	6
Quality	5	4	3	2	1	6
Good Value	5	4	3	2	1	6
Healthy	5	4	3	2	1	6

AWARENESS OF NUTRITION ASSISTANCE PROGRAMS

5. To the best of your knowledge, what government programs provide nutrition assistance to schools and lower-income families and individuals? *Please record your responses in the space below. There is no word limit.*

6. Which of the following Federal nutrition programs were you aware of, if any, before taking this survey? *Allow multiple responses. ROTATE ORDER. NOTE: WHEN PROGRAMMED FOR THE WEB SURVEY, THIS QUESTION WILL NOT APPEAR ON THE SAME PAGE/SCREEN AS THE PRIOR ONE.*

1	USDA Commodities
2	Supplemental Nutrition Assistance Program (SNAP)
3	Women, Infant and Children Program (WIC)
4	Food Stamp Program
5	National School Lunch Program
6	NEW NAME HERE (IF APPLICABLE)
7	Some others; please specify here:
10	None of these

AWARENESS OF USDA COMMODITIES

7. Using a five-point scale where 5 represents “a lot” and 1 represents “nothing”, how much have you seen, heard, or read about _____ in the past **few months**? ROTATE ITEMS.

	“A Lot” 5	4	3	2	“Nothing” 1	Have not Heard of this Before Now
USDA Commodities	5	4	3	2	1	6
NEW NAME	5	4	3	2	1	6

IF RESPONDENT GIVES RATING OF 3, 4, OR 5 FOR NEW NAME, CONTINUE. OTHERWISE, SKIP TO Q10.

8. What do you recall seeing, hearing, or reading about the NEW NAME program in the past few months? *Record what you saw, heard, or read in the space below. There is no word limit.*

9. Where do you recall seeing, hearing, or reading about the NEW NAME program? Please be as specific as possible. Record where you saw, heard, or read something in the space below. There is no word limit.

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EVERYONE: As you may be aware, USDA Commodities are distributed across the United States through six nutrition assistance programs administered by USDA's Food and Nutrition Service (FNS). The largest portion of these commodities or foods go to school districts that participate in the National School Lunch Program (NSLP), which helps schools provide nutritious lunches, free or at low cost, to over 31 million children each school day. USDA Commodities help increase the nutritional value of the National Lunch School Program and keep costs of school meals down. School districts and independent schools that choose to take part in the National School Lunch Program receive cash subsidies and donated commodities (USDA Commodities) from the USDA for each meal they serve.

10. Prior to today, were you aware of the USDA Commodities Program and/or the National School Lunch Program? ALLOW ONLY ONE RESPONSE.

1	Yes, I was aware of the USDA Commodities Program before today.
2	Yes, I was aware of the National School Lunch Program before today.
3	Yes, I was aware of <u>both</u> programs before today.
4	No, I was not aware of either program before today.

AWARENESS OF NEW NAME FOR USDA COMMODITIES

11. As you may or may not know, the USDA Commodities Program has recently changed its name to NEW NAME. Which of the following statements best describes your knowledge of this change prior to today?

1	Yes, I knew about the change prior to today.
2	Yes and no. I knew about the proposed change but did not know it had taken place.
3	No, I did not know about the name change.

12. In the past few months, have you received any information about the NEW NAME Program?

1	Yes - CONTINUE TO Q13
2	No - SKIP TO Q15

13. What type of information did you receive? *Please record your answer in the space below. There is no word limit.*

14. From whom or where did you receive this information? *Please record your answer in the space below. There is no word limit.*

PERCEPTIONS OF NEW NAME FOR USDA COMMODITIES

EVERYONE:

15. IF NOT AWARE OF NEW NAME IN Q11: Now that you know the new name for the USDA Commodities Program is NEW NAME, to what extent do you agree or disagree with the following statements about the program's new name?

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know
Message 1	5	4	3	2	1	6
Message 2	5	4	3	2	1	6
Message 3	5	4	3	2	1	6
Message 4	5	4	3	2	1	6

16. To what extent do you support the change of the program name from USDA Commodities to NEW NAME?

5	Extremely supportive
4	Very supportive

3	Somewhat supportive
2	Not very supportive
1	Not at all supportive

17. To what extent are you willing to help USDA Commodities communicate the name change and program benefits to others, including colleagues, school officials, and parents/guardians?

5	Extremely willing
4	Very willing
3	Somewhat willing
2	Not very willing
1	Not at all willing

ATTITUDES AND BELIEFS TOWARD USDA COMMODITIES

18. Thinking about NEW NAME (formerly USDA Commodities), to what extent do you agree or disagree with the following statements regarding the program and its contributions to the National School Lunch Program?

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know
Message 1	5	4	3	2	1	6
Message 2	5	4	3	2	1	6
Message 3	5	4	3	2	1	6
Message 4	5	4	3	2	1	6

19. Again, thinking about NEW NAME (formerly USDA Commodities), to what extent do you agree or disagree with the following statements about the food provided to school districts by the program?

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know
Message 1	5	4	3	2	1	6
Message 2	5	4	3	2	1	6
Message 3	5	4	3	2	1	6
Message 4	5	4	3	2	1	6

20. How willing are you to take each of the following actions: ROTATE ORDER.

	Extremely Willing	Very Willing	Somewhat Willing	Not Very Willing	Not At All Willing	Don't Know
Inform parents/guardians of the benefits of participating in the National School Lunch Program	5	4	3	2	1	6
Request more information from the USDA about how NEW NAME benefits school meals	5	4	3	2	1	6

KNOWLEDGE OF USDA COMMODITIES

21. Which of the following statements best describes your understanding of each school district's role in preparing and serving USDA Commodities to students? ALLOW ONLY ONE RESPONSE.

1	School districts are ultimately responsible for serving USDA Commodities in a healthy and nutritious way.
2	USDA Commodities is ultimately responsible for providing healthy and nutritious foods to school districts.
3	School districts and USDA Commodities have a shared responsibility to ensure the foods provided to students are prepared in a healthy and nutritious way.

22. In the past few months, have you proactively sought out any information, for professional purposes, regarding NEW NAME or USDA Commodities?

1	Yes - ASK Q23
2	No - SKIP TO Q25

23. What type of information did you seek? *Please record your response in the space below.*

24. Were you able to find/locate the information?

1	Yes
2	No

25. What type of information would you like to receive about USDA Commodities? *Please record in your response in the space below.*

INFORMATION SOURCES

26. How would you prefer to receive information about the NEW NAME Program? *Choose all that apply.*

1	E-newsletters
2	Web site
3	Blogs/social network site
4	Direct Mail
5	Pamphlets
6	Videos
7	Advertisements (e.g., in magazines/professional journals; on TV/radio; ads on the Web, etc.)

PROFILE

The following questions are for background purposes only.

27. Is your school district's food service operation: ALLOW ONLY ONE RESPONSE.

1	Managed by a Food Service Management Company (FSMC)
2	Self-operated
3	Both

28. Are you a: ALLOW ONLY ONE RESPONSE

1	Food Service Management Company (FSMC) employee
2	School board employee
3	Both
4	Neither

29. Based on your knowledge, what percentage of students in your school district received reduced- or free lunch last school year (SY09)?

1	Less than 10%
2	10% to less than 20%
3	20% to less than 30%
4	30% to less than 40%
5	40% to less than 50%
6	50% to less than 60%
7	60% to less than 75%
8	75% or more

30. Based on your knowledge, what percentage of food, provided by NEW NAME, does your school district use in school meals served?

1	Less than 10%
2	10% to less than 20%
3	20% to less than 30%
4	30% to less than 40%
5	40% to less than 50%
6	50% to less than 60%
7	60% to less than 75%
8	75% or more

31. To the best of your knowledge, please indicate the racial/ethnic percentage of students in your school district.

___%	American Indian or Alaska Native
___%	Asian
___%	Black or African American
___%	Hispanic or Latino
___%	Native Hawaiian or Other Pacific Islander
___%	White
___%	Some combination of the above or some other category
100%	SHOULD ADD UP TO 100

32. Which of the following best describes the grades represented in the school district where you work as a Child Nutrition Professional? ALLOW ONLY ONE RESPONSE.

1	Elementary school district only (K through 5 or 6, depending on school)
2	Through middle school or junior high school district only (5 or 6 through 8)
3	High school only (9 through 12)
4	All grades (K through 12)

33. Which of the following best describes the type of school district where you work?

1	Public
2	Private, non-parochial
3	Private, parochial
4	Charter
5	Other; please specify:

34. To the best of your knowledge, which of the following best describes the size of your school district?

1	Less than 1,000 students
2	Between 1,000 and 2,499
3	Between 2,500 and 4,999
4	Between 5,000 and 9,999
5	Between 10,000 and 15,000
6	More than 15,000 students
7	Don't know

35. Compared to other school districts in your area, would you describe your school district as small, medium, or large in terms of student enrollment?

1	Small
2	Medium
3	Large

36. Which of the following best describes the location of your school district?

1	Urban
2	Suburban
3	Rural

37. Which of the following describes your age?

1	18 to 20
2	21 to 24
3	25 to 29
4	30 to 38
5	39 to 49
6	50 to 59
7	60 to 64

8	65 or older
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38. What was the highest grade level you completed?

1	Some high school or less
2	High school graduate or GED
3	Some college/Associate's degree/technical school
4	College graduate/beyond (Bachelor's degree, Master's degree, postgraduate)

39. Are you:

1	Hispanic or Latino
2	Not Hispanic or Latino
3	REFUSED

40. Which of the following includes your race? *Please select all that apply.*

1	American Indian or Alaska Native
2	Asian
3	Black or African American
4	Native Hawaiian or Other Pacific Islander
5	White
6	REFUSED

41. Gender

1	Male
2	Female

42. In what State do you currently live?

Thank you for your time!