

OMB#: 0584-0523

Expiration Date: 12/31/2012

Appendix C
Invitation e-mail

Dear {insert name},

The U.S. Department of Agriculture has asked IMPAQ International and Samuels & Associates to conduct key informant interviews with selected nutrition education experts like you to gather information about the characteristics of successful nutrition education programs and ideas for improving those programs. Findings from this ethnographic survey will be used to inform federal nutrition education policy and programs and will aid in the guidance of nutrition education communication strategies and the development of new nutrition education interventions that use new technologies.

We would like to invite you to participate as one of the 30 key informants nationwide who have been identified as those with expertise in nutrition education and/or use of technology for education. We will be conducting the interviews {insert time frame}. The interview will take about 45 minutes to complete. Interview questions will cover topics such as: characteristics of successful nutrition education approaches and programs; opportunities and barriers in utilizing technology and digital media/social networking for nutrition education; and effective, innovative ways to deliver nutrition education consistent with the *Dietary Guidelines for Americans* .

Please let us know whether or not you'd like to participate by responding to {insert name and contact information}. If you would like to participate, we will arrange an interview date and time that is convenient for you.

We hope you will consider participating in this important study, as your expertise and wealth of knowledge in this field will help strengthen this work.

Thank you.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection unless it displays a valid OMB Control number. The valid OMB number for this collection is 0584-0523. The time required for this collection is estimated to average 10 minutes including the time for reviewing and responding to this invitation email.