

OMB#: 0584-0523

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**Appendix M**  
**Invitation e-mail**

Dear {insert name},

The U.S. Department of Agriculture, Center for Nutrition Policy and Promotion has asked IMPAQ International and Samuels & Associates to conduct an environmental scan to gather information about the characteristics of successful nutrition education programs, use concepts from the *Dietary Guidelines for Americans* in nutrition education curriculum development, and use of technology in nutrition education. Pursuant to 7 CFR 2.19(a)(3), the Secretary of Agriculture has delegated authority to the Center for Nutrition Policy and Promotion for, among other things, developing materials to aid the public in selecting food for good nutrition. Findings from this environmental scan 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 nine individuals nationwide who have been identified as having particular expertise in nutrition education and/or use of technology for education that relates to this study. We will be conducting telephone interviews of these individuals {insert time frame}. The interviews will take about 45 minutes to complete. The interview with you 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 concepts from the *Dietary Guidelines for Americans* could be incorporated into nutrition education.

Participation is completely voluntary and there are no consequences if you choose not to participate in part or in whole. 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 date and time for the telephone interview 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.