Appendix E: Survey of School Principals

# **Fresh Fruit and Vegetable Program Evaluation**

# **Principal Survey**

Respondent contact information	espondent contact information					
School name and district:						
Contact name:						
Telephone number:						

Your participation in this study is voluntary. There are no penalties if you do not participate. You can refuse to answer any question and may even stop the survey at any time. Your answers will be kept confidential to the fullest extent permitted by law and your name will not be identified with any answers you give. Your responses to this survey will be grouped with others like yours across the 704 schools participating in this study in the study report. The data files that result from this study will not contain any personal identifiers or any characteristics that would make it possible for specific schools to be identified.

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 number. The valid OMB control number for this information collection is 0584-xxxx. The time required to complete this information collection is estimated to average 20 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 the Food and Nutrition Service, Office of Research and Analysis, 3101 Park Center Drive, Alexandria, VA 22302.

## SCHOOL PRINCIPAL SURVEY FOR FFVP EVALUATION

#### **Instructions for FFVP schools:**

This survey is part of an evaluation of the USDA Fresh Fruit and Vegetable Program (FFVP) being conducted by Abt Associates for the USDA Food & Nutrition Service. We are interested in learning more about your school's participation in the FFVP and other nutrition programs and activities. **Please consult with other personnel in your school if needed to complete this questionnaire.** 

Also, please note that for comparison purposes some questions ask about school activities **during the 2007-2008 school year**, before the FFVP in its current form began. Please feel free to consult any records or administrative data you have available to help you answer these questions.

#### **Instructions non-FFVP schools:**

This survey is part of an evaluation of the USDA Fresh Fruit and Vegetable Program (FFVP) being conducted by Abt Associates for the USDA Food & Nutrition Service. We are interested in learning more about how nutrition programs and activities in your school compare with those in schools in which the FFVP operates. **Please consult with other personnel in your school if needed to complete this questionnaire.** 

Also, please note that for comparison purposes some questions ask about school activities **during the 2007-2008 school year**, before the FFVP in its current form began. Please feel free to consult any records or administrative data you have available to help you answer these questions.

# E. Enrollment

E1. How many total students were enrolled in your school on or about October 1, 2007 and October 1, 2009?

	Total students enrolled on					
Grade levels	<u>October 1, 2007</u>	<u>October 1, 2009</u>				
Pre-school/Pre-Kindergarten						
Elementary (Fill in included						
grade levels:)						
Secondary (Fill in included						
grade levels:)						

E2. Is there any other information you would like to share with us about changes in enrollment in your school since 2007-2008?

## **N. Nutrition Education**

The next question asks you to provide details about nutrition activities in your school during the week of [REFERENCE WEEK].

N1. Please check off **all grades** that participated in nutrition education or promotion activities at [SCHOOL NAME] for each **day and time** during [REFERENCE WEEK] in the chart below.

**Nutrition education or promotion activities** are **events** such as classroom instruction, demonstrations, hands-on learning, special speakers, or showing videos. **Do not** count here any nutrition education displays, such as posters or banners, or distributing media such as newsletters, etc.

	Monday	Tuesday	Wednesday	Thursday	Friday
No nutrition education activities occurred this					
day					
	□All grades If not all grades, check the grades below:				
During school, before first lunch period	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>2th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>2th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>2th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>2th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>Ist grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>9th grade</li> </ul>
	$\square$ 8th grade				

	□All grades				
	If not all grades,				
	check the grades				
	below:	below:	below:	below:	below:
Between start of first lunch and end of last lunch	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>
	□All grades				
	If not all grades,				
	check the grades				
	below:	below:	below:	below:	below:
During school, after last lunch period	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>	<ul> <li>Pre-school</li> <li>Pre-kindergarten</li> <li>Kindergarten</li> <li>1st grade</li> <li>2nd grade</li> <li>3rd grade</li> <li>4th grade</li> <li>5th grade</li> <li>6th grade</li> <li>7th grade</li> <li>8th grade</li> </ul>

The next few questions ask you to consider the kinds of nutrition education and promotion activities that took place in your school during the last month, or in the four weeks ending in [REFERENCE WEEK].

N1a. Did your school have **any** nutrition education or promotion activities during the **three weeks before** [REFERENCE WEEK]?

□ No

[IF NO NUTRITION EDUCATION/PROMOTION ACTIVITY ON ANY DAY DURING REFERENCE WEEK OR PRIOR THREE WEEKS, SKIP TO N5.]

N2. What **message(s)** were conveyed by the nutrition education or promotion activities conducted during the four weeks ending in [REFERENCE WEEK] at your school? (Please check yes or no for each message listed.)

Message	Was the message conveyed by nutrition education or promotion activities during the last month?
Role of fresh fruits and vegetables in a complete diet	□ Yes □ No
Where fresh fruits and vegetables come from, links to local farms	□ Yes □ No
Trying new foods, variety	□ Yes □ No
USDA MyPyramid food guidance system	□ Yes □ No
Eating lower fat foods more often	□ Yes □ No
Eating whole grains more often	□ Yes □ No
Eating lower sodium foods more often	□ Yes □ No
Eating higher fiber foods more often	□ Yes □ No
Cooking with fresh fruits and vegetables	□ Yes □ No
Healthy weight and overweight	□ Yes □ No
Physical activity	□ Yes □ No
Other message (Please specify:)	□ Yes □ No

<sup>□</sup> Yes

N3. Did your school **coordinate** the specific foods discussed during nutrition education and promotion activities with specific foods offered during any of the following USDA programs? For example, dark green vegetables might be featured in a nutrition education class and in the lunch menu. (Please check all that apply.)

USDA School Breakfast Program
USDA National School Lunch Program
USDA Fresh Fruit and Vegetable Program [FFVP SCHOOLS ONLY]
USDA After-School Snack Program
Other program (Please specify: \_\_\_\_\_)
No, did not attempt to coordinate nutrition education and promotion activities with any USDA meals programs.

N4. What types of **professionals or volunteers** conduct or lead nutrition education or promotion activities in your school? Please check all that apply.

N5. During the four weeks ending in [REFERENCE WEEK], did your school have any **displays**, such as posters or banners that conveyed nutrition education or promotion messages?

□ Yes □ No [SKIP TO N6]

N5a. What **message(s)** were conveyed by the posters, displays, or similar media during the four weeks ending in [REFERENCE WEEK]? Please check all that apply.

□ Role of fresh fruits and vegetables in a complete diet

□ Where fresh fruits and vegetables come from, links to local farms

□ Trying new foods, variety

□ USDA MyPyramid food guidance system

□ Eating lower fat foods more often

□ Eating whole grains more often

□ Eating lower sodium foods more often

□ Eating higher fiber foods more often

□ Cooking with fresh fruits and vegetables

□ Healthy weight and overweight

□ Physical activity

□ Other messages. (Please specify: \_\_\_\_\_)

N6. During the four weeks ending in [REFERENCE WEEK], did your school distribute to students or parents any fliers, brochures, newsletters, or similar **media** that conveyed nutrition education or promotion messages?

□ Yes

□ No [SKIP TO N7]

N6a. What **message(s)** were conveyed by the fliers, brochures, newsletters, or similar media during the four weeks ending in [REFERENCE WEEK]? Please check all that apply.

□ Role of fresh fruits and vegetables in a complete diet

□ Where fresh fruits and vegetables come from, links to local farms

□ Trying new foods, variety

□ USDA MyPyramid food guidance system

□ Eating lower fat foods more often

□ Eating whole grains more often

□ Eating lower sodium foods more often

□ Eating higher fiber foods more often

□ Cooking with fresh fruits and vegetables

□ Healthy weight and overweight

□ Physical activity

□ Other messages. (Please specify: \_\_\_\_\_)

N7. During the 2009-2010 school year, is the **average time per week** spent on nutrition education in your school more than, less than, or about the same as **in the 2007-2008 school year**?

□ More than in 2007-2008
 □ Less than in 2007-2008
 □ Same as in 2007-2008
 □ Don't know

N8. Is there any other information you would like to share with us about nutrition education and promotion activities in your school?

N9. Please indicate what types of policies your school or school district has (if any) regarding the availability of **healthy food choices** when foods are offered to students outside of school meals. **Healthy food choices** are foods that meet school district or State standards for nutrient content, such as limits on fat, salt, or added sweeteners. Please check a response for each row below.

Type of occasion	<b>Not applicable</b> at my school	Allow <b>only</b> healthy food choices	Require at least <b>some</b> healthy food options	<b>No policy</b> on food choices
Foods sold on regular basis outside of school meals (snack bar, vending machines, school store, etc.)				
Foods sold on special occasions during school (fund- raisers, festivals, etc.)				
Foods sold before/after school				
Foods offered free to students during school hours (parties, etc), not including snacks provided by a Federal, State, or district program				
Foods given to individual students as rewards				

N10. Does your school have an **advisory/policy group** of parents, teachers/staff, or community members who provide input on the types of foods offered in the school?

□ Yes

□ No (SKIP TO C1)

N10a. Which of the following **types** of meals, snacks, and other food offerings does this advisory/policy group have input on? Please check all that apply.

- □ School Breakfast Program
- □ National School Lunch Program
- □ Fresh Fruit and Vegetable Program [*FFVP SCHOOLS ONLY*]
- □ Snacks for after-school program
- $\Box$  Other snacks provided by school
- □ Sales of foods outside of the above
- □ Other foods offered to students during school
- □ Other foods offered to students before/after school, on school grounds

## C. Competitive foods module

In this section, we ask questions about **changes** in the sales of foods offered in **school-operated venues** since the 2007-2008 school year. School-operated venues **exclude** those that are operated by the school food service.

C1. Compared to the 2007-2008 school year, would you say that **sales of foods** from each of the following **venues operated by your school** have increased, decreased, or stayed about the same? (Please check one answer in each row.)

Please do **not** include sales for venues operated by your school food service. You may need to consult with someone who oversees these venues to answer this question.

	No sales from this venue in 2007- 2008 or now	<b>More</b> sales from this venue since 2007-	About the same sales from this venue since 2007-2008	<b>Less</b> sales from this venue since 2007-2008	Venue <b>eliminated</b> after 2007- 2008
		2008			
Vending machines					
Snack bar					
Other school-operated venues					
Total food sales from school- operated venues					

[IF NO SALES IN 2007-2008 OR NOW FROM ANY SOURCES LISTED, SKIP TO MODULE F.]

C2. Compared to the 2007-2008 school year, would you say your school now serves more, less, or about the same amount of the following **types of foods** in **school-operated venues**? (Check one response for each food.)

Please do **not** include sales for venues operated by your school food service. You may need to consult with someone who oversees these venues to answer this question.

Food category	This food not offered in 2007- 2008 or now	<b>More</b> of this food since 2007- 2008	<b>About the</b> <b>same</b> amount of this type of food	<b>Less</b> of this type of food since 2007- 2008	Offered this food in 2007- 2008, but <b>do</b> <b>not</b> offer this food now
100% fruit juice or 100% vegetable juice					
Soda pop or fruit drinks that are not 100% juice					
Sports drinks, such as Gatorade®					
Bottled water					
Whole or 2% fat milk					
1% or skim milk					
Fruit					
Bread sticks, rolls, bagels, pita bread, or other bread products					
Low-fat cookies, crackers, cakes, pastries, or other low-fat baked goods					
Cookies, crackers, cakes, pastries, or other baked goods that are not low in fat					
Low-fat or nonfat yogurt					
Lettuce, vegetable, or bean salads					
Vegetables with low-fat dip					

Food category	This food not offered in 2007- 2008 or now	More of this food since 2007- 2008	About the same amount of this type of food	<b>Less</b> of this type of food since 2007- 2008	Offered this food in 2007- 2008, but <b>do</b> <b>not</b> offer this food now
Deep fried French fried potatoes					
Oven baked French fried potatoes					
Other vegetables					
Chocolate candy					
Other kinds of candy					
Salty snacks that are low in fat, such as pretzels, baked chips, or other low-fat chips					
Salty snacks that are not low in fat, such as regular potato chips or cheese puffs					
Low-fat or fat-free ice cream, frozen yogurt, or sherbet					
Ice cream or frozen yogurt that is not low in fat					

C3. Is there any other information you would like to share with us about changes in types of food offered in school-operated venues since 2007-2008?

## F. FFVP module [FFVP SCHOOLS ONLY; SKIP FOR NON-FFVP SCHOOLS]

F1. Does your school **on its own** maintain **relationships with any outside partners** as part of the FFVP? **Do not include district-wide partnerships.** 

Also, please do **not** include suppliers from whom you **purchase** fresh fruits or vegetables or other supplies for the FFVP, unless they also separately donate items to the program **for free**.

F1a. Please check all partnerships that apply for your school, or "none" if your school does not maintain any partnerships.

□ Produce for Better Health

□ Healthcare providers, including hospitals and clinics; doctors, nurses, nutritionists, dietitians/dietetic interns, or other clinicians

□ State, or Tribal government agency (e.g. health departments, agriculture departments, etc.)

□ City, County or other local government agency (e.g. health departments, agriculture departments, etc.)

□ Cooperative Extension Service

□ Supermarkets, grocery stores, or other retail stores

□ Farmers' markets

□ Food wholesalers or other food distributors

□ Vocational clubs

□ Produce associations/commodity groups

□ Nutrition trade associations (e.g. American Dietetic Association, School Nutrition Associations)

□ Health associations (e.g. State or National affiliates of the American Cancer, Diabetes, or Heart Associations)

□ Universities, colleges, or other higher education institutions

□ Community action agency, food bank, or other community/faith-based organization

□ Other partner type (specify):\_\_\_\_\_

□ Other partner type (specify):\_\_\_\_\_

□ Other partner type (specify):

 $\square$  None

F2. For each partner type you checked above, please indicate the **role** that partner played in implementing the FFVP in your school. If there is more than one partner of a specified type (such as two different clinics), please check all roles that apply for that group of partners.

	Partner 1	Partner 2	••••	Partner N
Providing free nutrition education or promotion materials (print, video, audio, etc.)				
Providing free instruction or demonstrations for students				
Providing fresh fruits and vegetables for free				
Providing other food (e.g., dips, condiments) for free				
Providing free supplies				
Free advising on nutrition education				
Free training for teachers/staff				
Other role (Please specify: )				
Other role (Please specify: )				
Other role (Please specify: )				

# **O. Opinions about the FFVP** [FFVP SCHOOLS ONLY; SKIP FOR NON-FFVP SCHOOLS]

This section asks your opinion about different aspects of your district's Fresh Fruit and Vegetable Program. For each statement, decide if you agree or disagree and then whether you strongly or somewhat agree or disagree. There are no right or wrong answers. *Check the box that best fits your opinion*.

		Agree Strongly	Agree Somewhat	Disagree Somewhat	Disagree Strongly	Don't Know
01.	I wish more students took the FFVP fruit.	1	2	3	4	5
02.	I wish <b>more students</b> took the FFVP <b>vegetables</b> .	1	2	3	4	5
O3.	<i>If not offered daily</i> , the FFVP should be offered <b>more days during the week.</b>	1	2	3	4	5
O4.	The FFVP should be offered <b>more times a day</b> .	1	2	3	4	5
O5.	I think the FFVP is <b>NOT worth the effort it takes</b> .	1	2	3	4	5
O6.	At least once a month I <b>verbally encourage</b> the students to eat FFVP produce.	1	2	3	4	5
07.	I think students benefit from the FFVP.	1	2	3	4	5
08.	I would like FFVP to continue in my school	1	2	3	4	5
O9.	My overall opinion of FFVP is favorable.		2	3	4	5
010.	If I could <b>change one thing</b> about the FFVP it would be:	(write in):_				

		Major Barrier	Minor Barrier	Not a Barrier
a)	Student acceptance of FFVP produce	1	2	3
b)	Program requirements/regulations	1	2	3
C)	Too much paperwork/documentation	1	2	3
d)	Inadequate staff training	1	2	3
e)	Inadequate staff time	1	2	3
f)	Perishability of FFVP produce	1	2	3
g)	Inadequate <b>quality</b> of FFVP produce	1	2	3
h)	Inadequate variety of FFVP produce	1	2	3
i)	Inadequate <b>amounts</b> of FFVP produce	1	2	3
j)	Inadequate kitchen facilities	1	2	3
k)	Lack of storage space/facilities	1	2	3
I)	Disruption to class schedules	1	2	3
m)	Other (write in)	1	2	3

O11. Which of the following factors is a **challenge or barrier** to providing fresh fruits and vegetables in the FFVP?

Thank you for completing this survey!