

TELEPHONE SCRIPT FOR RECRUITMENT AND RESPONDENT IDENTIFICATION: STATE

[PRIOR TO CALLING, CHECK DATE LETTER WAS SENT, SUPERINTENDENT'S NAME, SAMPLED DISTRICTS IN THE STATE, INCLUDING ANY SAMPLED SCHOOLS WITHIN THESE DISTRICTS]

The recruiter may not speak to the State Superintendent. Generally, you will speak with an administrative assistant or an Assistant Superintendent.

BEGIN SCRIPT

Hello. My name is _____ and I'm calling on behalf of CDC, the U.S. Centers for Disease Control and Prevention, as part of a study looking at school health policies and practices. [SUPERINTENDENT'S NAME] was recently sent a letter via FEDEX from the CDC, describing the School Health Policies and Practices Study 2012 (SHPPS 2012). I am calling today to see if your office has received this FEDEX.

Did you receive that letter? This letter was sent on [DATE], via FEDEX, to [SUPERINTENDENT'S NAME] and our records indicate it arrived on [DATE]. The letter was from the CDC, dated [DATE], signed by Dr. Howell Wechsler, and there were several other materials enclosed as well, including information about how the 2012 study will be conducted. Could you tell me who will be handling the review of this request?

EXPLANATION OF STUDY (once a contact has been identified):

Let me just take a few minutes to briefly tell you about this study. [IF CONTACT DOES NOT HAVE MATERIALS THAT WE SENT]: I'd be happy to fax you a copy of the study information at the end of our conversation.

The purpose of the study is to describe the programs and practices related to school health at state, district, and school levels nationwide. Participation in the study is completely voluntary. Beginning in Fall 2011, we will be collecting data from state and district personnel via web-based questionnaires. Starting in February 2012, we will also be conducting in-person interviews with school personnel.

SHPPS was previously conducted in 1994, 2000, and 2006 and all states participated all three years. I am calling today to confirm your state's participation in the study, to identify the appropriate state personnel to respond to the six questionnaires, and to request a letter of support that can be used when we invite selected school districts [AND SCHOOLS] in your state to participate in the study.

Public reporting burden for this collection of information is estimated to average 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. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: CDC/ATSDR Reports Clearance Officer, 1600 Clifton Road NE, Mailstop D-74, Atlanta, GA 30333; Attention PRA (0920-0445).

Approval for State Participation:

As part of the study, we will begin contacting some of your staff in early fall of 2011 to complete web-based questionnaires. I will need your help to identify the appropriate individuals to complete these questionnaires. In the packet that was sent by the CDC were content outlines for each of the questionnaire content areas.

If you have a moment, I'd like to ask your help in identifying individuals who can respond to these topics. There are 6 topics in all that we need to identify respondents for.

Is now a good time?

Great! The first content area I have on my list that we need to identify a respondent for is:

- HEALTH EDUCATION
- PHYSICAL EDUCATION AND ACTIVITY
- HEALTH SERVICES
- NUTRITION SERVICES
- HEALTHY AND SAFE SCHOOL ENVIRONMENT
- MENTAL HEALTH AND SOCIAL SERVICES

Is there someone in your state who oversees or coordinates...

- SCHOOL HEALTH EDUCATION?
- SCHOOL PHYSICAL EDUCATION AND ACTIVITY?
- SCHOOL HEALTH SERVICES?
- SCHOOL NUTRITION SERVICES?
- SCHOOL ENVIRONMENT, FOR EXAMPLE VIOLENCE PREVENTION, CRISIS PREPAREDNESS AND RESPONSE, AND SCHOOL HEALTH COORDINATION?
- SCHOOL MENTAL HEALTH AND SOCIAL SERVICES?

If yes → Can I get the name and telephone number for this person?

Name: _____ Title: _____

Phone Number: _____ E-mail: _____

Mailing Address: _____

If no → Is there an individual in your state who can knowledgeably answer questions on this topic, even though they do not officially oversee or coordinate...

- SCHOOL HEALTH EDUCATION?
- SCHOOL PHYSICAL EDUCATION AND ACTIVITY?
- SCHOOL HEALTH SERVICES?
- SCHOOL NUTRITION SERVICES?
- SCHOOL ENVIRONMENT, FOR EXAMPLE VIOLENCE PREVENTION, CRISIS PREPAREDNESS AND RESPONSE, AND SCHOOL HEALTH COORDINATION?
- SCHOOL MENTAL HEALTH AND SOCIAL SERVICES?

Can I have that person's name and telephone number?

Name: _____

Title: _____

Phone Number: _____

E-mail: _____

Mailing Address: _____

If no "knowledgeable respondent" can be immediately identified →

For the time being, would it be alright if I listed you as the respondent for this content area? I can follow up with you at a later date to see if someone else can be identified.

[REPEAT FOR EACH TOPIC AREA]

State Endorsement and Support for SHPPS:

- Are there any special clearance procedures with which our research request must comply? **IF YES:** Please send me any necessary forms so that we can return them as quickly as possible. Do you see any problem in obtaining the state's endorsement of the survey? **(IF SO:)** We expect that some states will not choose to endorse the survey. In such cases, CDC is asking that the state allow each school district and school to make up its own mind about whether to participate. Can we obtain a letter indicating the state's support or approval?
- Your support for the survey is important to obtaining the cooperation of the selected districts [AND SCHOOLS]. We'd like to request that your office call each selected district confirming that we have contacted you concerning their inclusion, have complied with any clearance requirements, and will be contacting them soon. Can you do this? Or if you prefer, with your approval we will contact the district(s) and inform them that "we spoke to State Superintendent _____ on [DATE]. (He/she) has given (his/her) approval for our contacting you today." Or would you prefer to call or write a letter personally to each district yourself before we contact them? **[IF SO:]** Will you be writing or calling? Could you give me an idea when you expect to make the contacts? I'd like to confirm with you that you've made contact before we proceed. **[IF CONTACT WILL BE BY LETTER:]** Could you send me a copy of the letter?

Thank you again for your time. We will begin contacting state personnel in October to complete the web-based questionnaires. Before we contact the respondents, each will receive a packet of information that provides background information about the study, instructions for how to access the website, and contact information for our office should they have any questions for us about their participation. Please feel free to call Alice Roberts, at 1-800-287-1815, if you have any questions before then.