

-BENCHMARK AND TRACKING SURVEY QUESTIONNAIRE FOR TEACHERS

NOTE FOR INTERNAL USE ONLY: The purpose of the benchmark Web-based survey is to assess teachers' 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 17, 21, and 22 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 teachers' 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. 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. Which of the following categories includes your age?

1	18 to 20 - TERMINATE
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

2. Are you currently employed as a teacher?

1	Yes - CONTINUE
2	No - TERMINATE

3. Which of the following best describes the grades represented in the school district where you work as a teacher? *Choose all that apply.*

1	Kindergarten through third grade
2	Fourth and fifth grade
3	Sixth, seventh, and eighth grade
4	Ninth through twelfth grade

4. Are you currently:

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

5. How many years have you worked as a teacher?

_____ RECORD

PERCEPTIONS OF SCHOOL MEAL PROGRAMS

6. Using the following scale, please rate how much you agree or disagree with how each of the following words or phrases describing the food provided to students through school meal programs. ROTATE ORDER OF ITEMS.

	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

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Expiration Date: xx/xxxx

AWARENESS OF NUTRITION ASSISTANCE PROGRAMS

7. 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.*

8. 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	Other(s); (PLEASE SPECIFY HERE):
8	None of these

AWARENESS OF USDA COMMODITITES

9. Using a five-point scale where 5 represents “a lot” and 1 represents “nothing”, how much have you seen, heard, or read anything about the _____ 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 Q12.

10. 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.*

11. **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.*

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. (PROGRAMMING NOTE: IF NECESSARY, THE DEFINITION MAY BE PROVIDED ON EACH SCREEN OF THE WEB SURVEY AS A REFERENCE FOR PARTICIPANTS.)

12. 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

13. As you may or may not know, the USDA Commodities Program has recently changed its name to the NEW NAME Program. 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.

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

1	Yes - CONTINUE TO Q15
2	No - SKIP TO Q17

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

16. 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:

17. IF NOT AWARE OF NEW NAME IN Q13: Now that you know the new name of the USDA Commodities Program is the NEW NAME Program, to what extent do you agree or disagree with the following statements about the NEW NAME 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

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

5	Extremely supportive
4	Very supportive
3	Somewhat supportive
2	Not very supportive
1	Not at all supportive
6	Not sure

19. To what extent are you willing to help USDA communicate the name change and program benefits to others, particularly to students and parents?

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

20. To what extent are you willing to help communicate the benefits of the National School Lunch Program to others, particularly to students and parents?

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

ATTITUDES AND BELIEFS TOWARD USDA COMMODITIES

21. Thinking about NEW NAME (now called 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

22. Again, thinking about NEW NAME (now called USDA Commodities), to what extent do you agree or disagree with the following statements about the food provided to schools through the NEW NAME 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

23. How willing are you to:

	Extremely Willing	Very Willing	Somewhat Willing	Not Very Willing	Not At All Willing	Don't Know
Inform parents/guardians about the benefits of participating in the school's lunch program	5	4	3	2	1	6

KNOWLEDGE OF USDA COMMODITIES

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

1	Yes - ASK Q25
2	No - SKIP TO Q27

25. What type of information did you seek out and attempt to find? *Please record your response in the space below. There is no word limit.*

26. Were you able to find and/locate this information?

1	Yes
2	No

27. What type of information would you like receive about New Name? *Please record in your response in the space below. There is no word limit.*

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INFORMATION SOURCES

28. How would you prefer to receive information about NEW NAME? *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.

29. Which of the following best describe the subject(s) you currently teach? **ALLOW MULTIPLE RESPONSES.**

1	Science
2	History
3	Art
4	Social Studies
5	Literature/English/Reading/Writing
6	Math
7	Physical Education
8	Health
9	Other; please specify:

30. Which of the following best describes the grade level(s) you currently teach? ALLOW MULTIPLE RESPONSES

1	Kindergarten through third grade
2	Fourth and fifth grade
3	Sixth, seventh, and eighth grade
4	Ninth through twelfth grade

31. To the best of your knowledge, please indicate the racial/ethnic proportions of the 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 school district where you work?

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

33. To the best of your knowledge, which of the following best describes the size/student enrollment of your school?

1	Less than 100 students
2	Between 100 and 249
3	Between 250 and 499
4	Between 500 and 999
5	Between 1,000 and 1,500
6	More than 1,500 students
7	Don't know

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

1	Small
2	Medium
3	Large

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

1	Urban
2	Suburban
3	Rural

36. Are you:

1	Hispanic or Latino
2	Not Hispanic or Latino
3	REFUSED

37. Which of the following best describes 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

38. Gender

1	Male
2	Female

39. In what State do you currently live?

Thank you for your time!