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**USDA/FNS
In-Depth Interview Screening Questionnaire –
Food Service Directors**

Formative Round

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SPECS:

- Twelve, 45-minute one-on-one in-depth interviews
- All respondents must work for a district with schools that participate in the National School Lunch Program.
- All respondents must speak English.
- All respondents must be outgoing, responsive, articulate, willing and able to read and react to written materials.

Hello, my name is _____ with _____. We are conducting a study about nutrition on behalf of the federal government, and I would like to ask you a few questions. I'm not trying to sell you anything. We would like to speak with district school food service directors to help us understand more about what they think about nutrition and health. May I speak to [NAME OF FOOD SERVICE DIRECTOR]? This should only take a few minutes. ONCE FOOD SERVICE DIRECTOR ON PHONE, REPEAT INTRODUCTION AND READ OMB STATEMENT (see top of screener).

1. Record Gender—DO NOT ASK UNLESS UNABLE TO TELL.
 - 1 Male
 - 2 Female

2. Do you, or does anyone in your household, work for a radio station, television station, newspaper, market research company, advertising or public relations company?
 - 1 Yes [TERMINATE]
 - 2 No

3. Are you currently employed as a district food service director for a school district, elementary or middle school?
 - 1 Yes
 - 2 No [TERMINATE]

4. How long have you been employed as a district food service director?
 - 1 Less than 6 months [TERMINATE]
 - 2 6 months or longer

5. In which school district do you currently work?
 - 1 [ENTER RESPONSE]

6. Do schools in your district currently participate in the National School Lunch Program?
 - 1 Yes
 - 2 No [TERMINATE]
 - 3 Don't Know [TERMINATE]

7. In which of the following categories is your age?
 - 1 Under 18 [TERMINATE]
 - 2 18-34
 - 3 35-50
 - 4 50+

8. Select one or more of the following that best describes your race? [ACCEPT MULTIPLE RESPONSES]

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Black or African-American
- 4 Native Hawaiian or other Pacific Islander
- 5 White

9. Which of the following best describes your ethnicity?

- 1 Hispanic or Latino
- 2 Not Hispanic or Latino

10. Take a moment and think about the students at your schools. What is the biggest concern you have about their health?

Recruiter: After recording respondent's answer, determine whether or not you feel this respondent would be useful in the group. Did they:

- Give full and complete answers?
- Speak clearly, and without long pauses?*
- Answer enthusiastically?
- Speaks understandable English/is comfortable with the language

I would like to invite you to participate in an in-person one-on-one discussion. To minimize any inconveniences for you, we would like to conduct this interview in your office or at a school in your district at a time that works for you. Our interviewers are also conducting research with students and will be in the area on the following dates [TBD].

The interview will last approximately 45 minutes. We will provide you with a \$50 gift card after the interview as a token of appreciation. Would you be willing to participate?

Yes.....() **SCHEDULE**

No.....() **TERMINATE**

If for some reason you realize in the next few days that you will be unable to participate in the interview, please call me at (TELEPHONE NUMBER) so that I can find a replacement for you. Thank You.

Respondent's name: _____

Address: _____

Telephone # (Home): _____ (Work) _____

Recruited by: _____