

**APPENDIX D8**

**SFA DIRECTOR TELEPHONE INTERVIEWER SCRIPT**

**Appendix D8. SFA Director Telephone Interviewer Script**  
**U.S. DEPARTMENT OF AGRICULTURE**  
**SPECIAL NUTRITION PROGRAM OPERATIONS STUDY (SN-OPS)**

Case ID Number: _____
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**I. INITIAL CONTACT**

Hello, my name is [YOUR NAME]. I'm calling from Westat on behalf of the U.S. Department of Agriculture to follow up on a packet that we recently sent to (RESPONDENT'S NAME).

**(IF SPEAKING TO A SECRETARY, SAY:)** Is there a direct line to reach him/her?

**(IF YES, RECORD NUMBER IN SPACE BELOW. ENTER THIS NUMBR IN THE SMS AT THE END OF THE CALL.)**

RESPONDENT'S	DIRECT	PHONE	NUMBER:
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Is he/she available?

YES (GO TO B ON PAGE 2)

NO (GO TO A BELOW)

**A. RESPONDENT NOT AVAILABLE**

The packet we mailed to (RESPONDENT) contained a blue-colored questionnaire from the U.S. Department of Agriculture. The survey was designed to be completed by the person in your district who is most knowledgeable about your school lunch programs. Do you know whether (RESPONDENT) might have given it to someone else to complete?

Yes, knows name of new person  
May I have the name, title, and contact information for that person? **(ENTER THE CONTACT INFORMATION IN THE SMS.)**

No, does not know name or whether given to someone else **(CONTINUE BELOW)**

Would you please leave a message for (RESPONDENT) mentioning that I called about the survey? When is a good time to call back?

Callback	Date/Time:
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Thank you for your time. I will call back.  
**(END CALL. ENTER THE CALL INFORMATION IN THE SMS)**

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 0584-0562. The time required to complete this information collection is estimated to average 5 minutes per response, including the time for reviewing
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instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

**B. RESPONDENT CONTACT**

Hello, my name is (YOUR NAME) and I am calling from Westat on behalf of the U.S. Department of Agriculture regarding a packet that we recently mailed to your attention. The packet contained a blue-colored questionnaire on lunch programs in public and charter schools. The attached cover letter explained the purpose of the study, and requested that the questionnaire be completed by the person in your district who is most knowledgeable about that subject.

Did you receive the questionnaire? (CHECK ONE BOX BELOW)

- Yes, questionnaire received (CONTINUE WITH C BELOW)
- No, questionnaire not received (GO TO E ON PAGE 4)
- NO schools in state/district/SFA have a lunch program in 2012-13 SY (END. ENTER IN SMS AS 'PROBLEM')**

**C. QUESTIONNAIRE RECEIVED**

Will you complete the survey or will someone else be responsible for that?

- Current respondent is responsible (GO TO 1 BELOW)
- Someone else is responsible (GO TO 2 ON NEXT PAGE)

1. Have you had a chance to complete the questionnaire? (CHECK ONE)

- Questionnaire completed and returned to Westat  
DATE RETURNED: \_\_\_\_\_  
MODE (Mail/web/fax): \_\_\_\_\_

Thank you very much for participating in the survey. We will look for your questionnaire. If we do not receive it soon, we will call back to let you know.

- Still working on questionnaire  
We would like to have all questionnaires completed and returned as soon as possible. Can you give us an idea of when we can expect your questionnaire?  
EXPECTED DATE OF COMPLETION: \_\_\_\_\_

Please remember that (IF SFA SURVEY: you have the option of completing the survey online at [www.SFANutritionSurvey.org](http://www.SFANutritionSurvey.org), or) you can complete the paper copy and return it by mail. **Please keep a copy for your records.** We will look for your questionnaire; if we do not receive it, we will call back to let you know. What is the best time to reach you?

BEST TIME: \_\_\_\_\_

Thank you for your time.

**INTERVIEWER: IF THE RESPONDENT PREFERS TO COMPLETE THE SURVEY ONLINE, PLEASE PROVIDE THE USER ID AND PASSWORD AND WEB ADDRESS. IF HE/SHE HAS THE QUESTIONNAIRE IN FRONT OF HIM/HER, REFER THE RESPONDENT TO THIS INFORMATION ON THE SMALL LABEL AFFIXED TO THE COVER PAGE.**

2. May I please have the name of the respondent, his/her title, telephone number, and the best times to reach that person?

Yes (ENTER THE CONTACT INFORMATION IN THE SMS. THEN GO TO SECTION III)

No (CONTINUE WITH D BELOW)

**D. REFUSED DIRECT CONTACT WITH RESPONDENT**

Do you know the status of the questionnaire? (CHECK ONE)

Questionnaire completed and returned to Westat  
DATE RETURNED: \_\_\_\_\_  
MODE (Mail/web/fax): \_\_\_\_\_

Thank you very much for participating in the study. We will look for your questionnaire. If we do not receive it soon, we will call back to let you know. Thank you for your time.

Respondent still working on the questionnaire  
We are trying to have all questionnaires completed as quickly as possible. Can you give us an idea of when we can expect your questionnaire?  
EXPECTED DATE OF COMPLETION: \_\_\_\_\_

Please remind the respondent that (IF SFA SURVEY: *he/she has the option of completing the survey online at [www.SFANutritionSurvey.org](http://www.SFANutritionSurvey.org), or*) he/she can complete the paper copy and return it by mail. **Please remind the respondent to keep a copy of the completed questionnaire for his/her records.** We will look for your questionnaire; if we do not receive it, we will call back to let you know.

What is the best time to reach you?  
BEST TIME: \_\_\_\_\_

Thank you for your time.

Status unknown  
Will you please check on the status of the questionnaire? I will call you back to check on the status. When would be a convenient time for me to call back?

CALLBACK TIME: \_\_\_\_\_

Thank you for your time.

**E. QUESTIONNAIRE NOT RECEIVED**

The survey on school lunch programs is being conducted for the U.S. Department of Agriculture to collect nationally representative data about the characteristics of those programs. The survey will also provide information about changes in those programs over time. It is designed to be completed by the person in your district who is most knowledgeable about lunch programs in your schools.

*(IF SFA: You have the option of completing the questionnaire online or)* we can send another copy of the questionnaire to your district. Would it be possible to send the survey directly to the person who is most knowledgeable about school lunch programs in your district? **(CHECK ONE BOX BELOW AND FOLLOW INSTRUCTIONS.)**

- Send to current respondent  
**(CONTINUE BELOW; VERIFY/RECORD NAME, TITLE, AND ADDRESS IN SMS. REQUEST FAX NUMBER OR EMAIL ADDRESS IF NEEDED.)**
  
- Send to new designated respondent  
**(RECORD NEW NAME, TITLE, ADDRESS, PHONE, AND FAX NUMBERS, AND EMAIL ADDRESS IN SMS.)**

I will mail/fax/email the questionnaire out today. We are trying to obtain all completed questionnaires as soon as possible because the data are urgently needed.  
**(CONTINUE BELOW. BASED ON PREFERENCE, ADJUST THE SENTENCE.)**

May I please confirm your mailing address/get your fax number/get your email address? **(VERIFY OR UPDATE ADDRESS IN SMS AND OBTAIN FAX NUMBER AND/OR EMAIL ADDRESS.)**

*(IF SFA SURVEY: The survey can also be completed online at [www.SFANutritionSurvey.org](http://www.SFANutritionSurvey.org). If you prefer, or)* you may complete the paper copy and return it by mail.  
When can we expect your completed questionnaire?

EXPECTED COMPLETION DATE: \_\_\_\_\_

Thank you for your time. We will look for your questionnaire. **Please remember to keep a copy of the completed survey for your records.**

<p><b>INTERVIEWER: IF THE SFA RESPONDENT PREFERS TO COMPLETE THE SURVEY ONLINE, PLEASE PROVIDE THE DISTRICT'S USER ID, PASSWORD, AND WEB ADDRESS: <a href="http://www.SFANutritionSurvey.org">www.SFANutritionSurvey.org</a></b></p>
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**II. NEW DESIGNATED RESPONDENT CONTACT INFORMATION**

**ENTER NEW CONTACT INFORMATION IN SMS**

Comments

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**PROCEED TO PAGE 6, SECTION III, RESPONDENT CONTACT.**

### III. RESPONDENT CONTACT

Hello, my name is (YOUR NAME). I'm calling from Westat on behalf of the U.S. Department of Agriculture. (NAME) referred me to you regarding the blue-colored questionnaire from the U.S. Department of Agriculture survey on lunch programs.

Did you receive that questionnaire?

- YES (CONTINUE WITH A BELOW)
- NO (GO TO B ON PAGE 7)
- NO schools in state/district/SFA had a lunch program in 2012-13 (END, ENTER IN SMS AS 'PROBLEM')**

### A. RESPONDENT RECEIVED SURVEY

Have you had a chance to complete the questionnaire?

- Questionnaire completed and returned to Westat  
DATE RETURNED: \_\_\_\_\_  
MODE (Mail/web/fax): \_\_\_\_\_

Thank you very much for participating in the survey. We will look for your questionnaire. If we do not receive it soon, we will call back to let you know. Thank you for your time.

- Still working on questionnaire  
We would like to have all questionnaires completed and returned as soon as possible. Can you give us an idea of when we can expect your questionnaire?  
EXPECTED DATE OF COMPLETION: \_\_\_\_\_

Please remember that (*IF SFA SURVEY: you have the option of completing the survey online at [www.SFANutritionSurvey.org](http://www.SFANutritionSurvey.org), or*) you can complete the paper copy and return it by mail. **Please keep a copy for your records.** We will look for your questionnaire; if we do not receive it, we will call back to let you know.

What is the best time to reach you?

BEST TIME: \_\_\_\_\_

Thank you for your time.

<b>INTERVIEWER: IF THE RESPONDENT PREFERS TO COMPLETE THE SURVEY ONLINE, PLEASE PROVIDE THE USER ID AND PASSWORD AND WEB ADDRESS. IF HE/SHE HAS THE QUESTIONNAIRE IN FRONT OF HIM/HER, REFER THE RESPONDENT TO THIS INFORMATION ON THE SMALL LABEL AFFIXED TO THE COVER PAGE.</b>
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**B. QUESTIONNAIRE NOT RECEIVED**

The survey on school lunch programs is being conducted for the U.S. Department of Agriculture to collect nationally representative data about the characteristics of those programs. The survey will also provide information about changes in those programs over time.

*(IF SFA SURVEY: The survey can also be completed online at [www.SFANutritionSurvey.org](http://www.SFANutritionSurvey.org). If you prefer, you may complete the paper copy and return it by mail.*

May I please confirm your mailing address/get your fax number/get your email address?  
(VERIFY OR UPDATE ADDRESS AND OBTAIN FAX NUMBER AND/OR EMAIL ADDRESS.)

I will mail/fax/email the questionnaire out today. We are trying to obtain all completed questionnaires as soon as possible because the data are urgently needed.

When can we expect your completed questionnaire?

EXPECTED COMPLETION DATE: \_\_\_\_\_

Thank you for your time. We will look for your questionnaire. **Please remember to keep a copy of the completed survey for your records.**

**INTERVIEWER: IF THE SFA RESPONDENT PREFERS TO COMPLETE THE SURVEY ONLINE,  
PLEASE PROVIDE THE DISTRICT'S USER ID, PASSWORD, AND WEB ADDRESS:**

[www.SFANutritionSurvey.org](http://www.SFANutritionSurvey.org)