

Attachment N Non-Respondent Phone Call Script

Farm to School Census

Script for Phone Calls to Non-Respondents

Note: the purpose of this telephone call-back script is to test whether the prevalence of involvement with Farm to School activities is different for respondents vs. non-respondents. It is intended for use with a sample of 100 non-responding Food Service Directors. This would not be a large enough sample to meaningfully increase the response rate. Therefore, the questions are limited to determining what Farm to School activities are happening in the district, and will not provide information for placing the district on the map.

Hello. Mr./Ms. [insert SFA director's name]. This is [Insert Name] from the USDA Economic Research Service. I'm calling to follow up with you about the USDA Farm to School Census. Did you receive an invitation to participate in the Census from the Child Nutrition Director in your State?

If "Yes, and I already answered it": Fantastic! We appreciate your time so much. Did you submit it electronically through the web or by fax? [code response] Thank you very much. Goodbye.

If "Yes (received but haven't answered it)": That's great. I know your time is very tight, so I understand if you haven't had time to answer it. Do you have 5 minutes to answer a few short questions about locally-produced food?

If "Yes (can answer questions now)": Fantastic!

1. The first question is to find out whether there were any farm to school activities in your school district during the last school year.

That could include

- buying locally produced food for school meals or snacks, or other activities such as
- field trips to farms,
- farmer visits to classrooms, or
- edible school gardens.

To the best of your knowledge, did any schools in your district have any of these activities during the previous school year? Would you say yes, no, or I don't know?

If “Yes (district has activities)”:

2. Okay, now which activities are going on in your district:
 - a. Is your district receiving locally produced foods through DOD Fresh? Yes, No or I don’t know?
 - b. Is your district purchasing locally-produced food either direct from farms or from a distributor that provides locally-produced items? Yes, No, or I don’t know?
 - c. Do any schools have edible school gardening or orchard activities? Yes, No, or I don’t know?
 - d. Are any schools doing field trips to farms? Yes, No, or I don’t know?
 - e. Are any schools having farmer(s) visit the cafeteria, classroom or other school-related setting? Yes, No, or I don’t know?
 - f. Did your district celebrate Farm to School Month last October? Yes, No, or I don’t know?
 - g. Are any schools integrating Farm to school concepts into educational curriculum? Yes, No, or I don’t know?

Okay, that’s all I need. Thank you very much for your time. Goodbye.

If “No (no activities)”:

Okay, that’s all I need. Thank you very much for your time. Goodbye.

If “No (can’t answer questions now)”:

Could I schedule a time to call you back when you have just 5 minutes?

If “Yes (can reschedule)”:

Great – when may I call you back? [record time]
Wonderful. I really appreciate your time. I look forward to speaking with you then.

Call back at appointed time. “Thank you so much for making a little time for us today. I’ll make this very short”. (Go back to question 1),

If “No (can’t reschedule)”:

I understand. Could I just record whether your school food service operation bought any locally produced food during the last school year, school year 2011-12? Would you say yes, no, or I don’t know?

Okay, thank you so much for your time. Goodbye.

If “No (haven’t received it)”:

That’s okay. The Farm to School Census is a questionnaire going out to every school district in the country to find out how many districts are buying locally-

produced food for school meals. Do you have 5 minutes to answer a few short questions about locally-produced food?

If “Yes (can answer now)”: Fantastic! (go to question 1)

If “No”: Could I schedule a time to call you back when you have just 5 minutes?

If “Yes (can reschedule)”: Great – when may I call you back? Wonderful. I really appreciate your time. I look forward to speaking with you then. Goodbye.

Call back at appointed time. “Thank you so much for making a little time for us today. I’ll make this very short”. (Go back to question 1),

If “No”: I understand. Could I just record whether your school food service operation bought any locally produced food during the last school year, school year 2011-12? Would you say yes, no, or I don’t know?

Okay, thank you so much for your time. Goodbye.