

APPENDIX 5

SCRIPTS FOR INITIAL AND FOLLOW-UP TELEPHONE CALLS

Script for Initial Telephone Call

1 Hello, this is _____ with RTI International, a national research company. I am calling on behalf of USDA's Food Safety and Inspection Service. (IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.)

2 Is this (company) located at (street address) in (City), (State)?

Yes **Skip to 8**

No **Go to 3**

3 Has the business been acquired and operating under a new name or has the business moved to a new location?

Name change only **Go to 4**

Business acquired but otherwise the same **Skip to 4**

Address change only **Skip to 5**

Name and address different **Skip to 4**

Wrong business **Call DA**

Out of business **Call DA**

Residence **Call DA**

Other _____

4 Enter company name

5 Enter street address (need physical address for FedEx, not mailing address)

6 Enter City

7 Enter State

8 Can you tell me the name of the Plant Manager? (Ask for spelling.)

Thank you for your time. Have a nice day.

Script for Respondent Identification Call: Egg Products Plants

R_INTRO

Hello, may I please speak with [Fill with Plant Manager's Name from Initial Call]?

R_TCHK

Hello, this is _____ with RTI International, a contract research organization. I am calling on behalf of the U.S. Department of Agriculture's Food Safety and Inspection Service, or FSIS. RTI International is conducting a survey of egg products processing plants for FSIS. [IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.] The purpose of the survey is to learn about current practices and technologies used in the industry to control pathogens and promote food safety. We were given your name as being the most knowledgeable about (plant name)'s egg processing operations at (address). Are you the best person to complete this survey?

1 = YES

2 = NO

{if YES go to R_LETTER, if NO go to R_BEST}

R_LETTER

You should have recently received a letter from FSIS describing the survey. (IF THEY DID NOT GET THE LETTER AND WANT ONE, OFFER TO FAX A COPY)

GO TO R_CONFID

R_BEST

We would like for the person who is most knowledgeable about the egg processing operations at your plant to complete the survey. May I please have the name of the person who is most qualified to complete the survey?

R_NWNAME

What is the best phone number to reach him/her at?

R_AVAIL

Is this person available now? GO TO R_INTRO

R_CONFID

Your responses to the survey will be kept private. We will not identify any of your answers to FSIS by your name, the name of your company, or your plant. All survey participants will receive a summary report on the study findings. I hope that you can help FSIS by participating in the survey. I need to ask you two questions before I verify your address.

R_EGGS

During the past year, did (plant name) process egg products?

1 = YES

2 = NO → **Ineligible**

INTERVIEWER: BY PAST YEAR WE MEAN THE MOST RECENTLY COMPLETED CALENDAR OR FISCAL YEAR.

R_FORMAT

Would you prefer that we mail you the survey or would you like to complete the survey electronically on the Internet? Surveys completed over the Internet will be encrypted and secure, and you will be able to save your answers and return to it if you cannot complete it in one sitting.

1 = MAIL → **go to R_ADDR**

2 = ELECTRONIC → **go to R_EMAIL**

R_ADDR

The survey will be sent by Federal Express so I need your physical address. The name and address information we have for you is: (name, address, city, state, zip). Is this correct? **MAKE CHANGES AS NECESSARY**

R_EMAIL

You will be sent an e-mail with a link to the survey. What is your e-mail address?

R_PHONE

Is _____ the best phone number to reach you at? MAKE CHANGES AS NECESSARY

R_CBTIME

When would be the best day of the week and time to reach you?

R_END

You should receive the survey in about 2 to 3 days. Please complete the survey according to the instructions provided within 5 business days. Thank you and have a nice day.

INELIG SCRIPT:

(Plant name) may not be eligible for this study. If anything changes, we will call you back. Thank you for your time and have a nice day.

Script for Follow-Up Reminder Telephone Call

- 1 Hello, this is _____ with RTI International, a national research company. I'm calling on behalf of USDA's Food Safety and Inspection Service. (IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.)
- 2 May I please speak to (Plant Manager)?
 - A. Yes, speaking **Skip to 5**
 - B. Yes, will connect **Skip to 4**
 - C. No, not available **Go to 3**
- 3 When is the best time to reach (Plant Manager)?
- 4 Hello, this is _____ with RTI International, a national research company. I'm calling on behalf of USDA's Food Safety and Inspection Service. (IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.)
- 5 I'm calling about a survey being sponsored by FSIS. Our records show that we sent the survey to you (insert "in the mail" or "by e-mail"). I just want to confirm that you received the survey.
 - A. Yes **Skip to 9**
 - B. No **Go to 6**
 - C. Don't know **Skip to 7**
- 6 I'm sorry you didn't receive the survey. We can send it to you again. Would you prefer to complete the survey by mail or by e-mail?
 - 1 = MAIL → **go to R_ADDR**
 - 2 = ELECTRONIC → **go to R_EMAIL**
- 7 We can send you the survey. Would you prefer to complete the survey by mail or by e-mail?
 - 1 = MAIL → **go to R_ADDR**
 - 2 = ELECTRONIC → **go to R_EMAIL**

R_ADDR

The survey will be sent by Federal Express, so I need your physical address. The name and address information we have for you is: (name, address, city, state, zip). Is this correct? MAKE CHANGES AS NECESSARY then **Skip to 8**

R_EMAIL

You will be sent an e-mail with a link to the survey. What is your e-mail address?

8 Please complete and return the survey as soon as possible.

Your answers to the survey will be kept completely private. **Go to 10**

9 Our records show that you have not yet completed the survey. I'm calling today to ask that you complete and return the survey within the next week.

Your answers to the survey will be kept completely private. **Go to 10**

10 If you prefer, I can conduct the survey over the telephone now. It will take about thirty minutes. Would you like to get started?

A. Yes **Skip to 12**

B. No **Go to 11**

11 We look forward to receiving your completed survey. The survey will close on (date). We must receive your answers by then so they are included in the final report. Thank you for your time. Have a nice day.

12 Begin survey.