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TELEPHONE SCRIPT FOR DISTRICT RECRUITMENT IN 2014

[PRIOR TO CALLING, CHECK DATE LETTER WAS SENT, SUPERINTENDENT'S NAME, STATE INFO, AND GENERAL DISTRICT INFO, INCLUDING THE NUMBER OF SCHOOLS SAMPLED. NOTE IF THE DISTRICT IS A CATHOLIC DIOCESE.]

The recruiter may not speak to the District Superintendent. Generally, you will speak with an administrative assistant or an Assistant Superintendent at the school district.

BEGIN SCRIPT

Hello. My name is _____ and I'm calling on behalf of CDC, the U.S. Centers for Disease Control and Prevention, as part of a study looking at school health policies and practices. [SUPERINTENDENT'S NAME] was recently sent a letter via FEDEX from the CDC, describing the School Health Policies and Practices Study. We've already spoken to [STATE CONTACT] at the [NAME OF STATE] Department of Education, and [STATE APPROVER] gave permission for us to contact your school districts. I am calling today to see if your office has received this FEDEX.

Did you receive that letter? This letter was sent on [DATE], via FEDEX, to [SUPERINTENDENT'S NAME] and our records indicate it arrived on [DATE]. The letter was from the CDC, dated [DATE], signed by Dr. Howell Wechsler, and there were several other materials enclosed as well, including information about how the study will be conducted. Could you tell me who will be handling the review of this request?

EXPLANATION OF STUDY (once a contact has been identified):

Let me just take a few minutes to briefly tell you about this study. [IF CONTACT DOES NOT HAVE MATERIALS THAT WE SENT]: I'd be happy to fax you a copy of the study information at the end of our conversation.

The purpose of the study is to describe the policies and practices related to school health at school and classroom levels nationwide. Participation in the study is completely voluntary. In Spring 2014, we will begin conducting in-person interviews with school personnel. I am calling today to request your support for the study when we contact selected schools in your district.

Approval for District Permission to Contact Schools:

- I would like to confirm some information about the schools in your district that will be invited to participate in the study [CONFIRM PRINCIPAL NAME, ADDRESS, PHONE NUMBER, GRADE RANGE, AND POPULATION SERVED FOR EACH SAMPLED SCHOOL].

- Are there any special clearance procedures with which our research request must comply? **IF YES:** Please send me any necessary forms so that we can return them as quickly as possible. Do you see any problem in obtaining the district's endorsement of the survey? (**IF SO:**) We expect that some districts will not choose to endorse the survey. In such cases, CDC is asking that the district allow each school to make up its own mind about whether to participate.
- Your support of the survey is important to obtaining the cooperation of the schools. We'd like to request that your office call each selected principal confirming that we have contacted you concerning their selection, have complied with any clearance requirements, and will be contacting them soon. Can you do this? Or if you prefer, with your approval we will contact the school(s) and inform them that "we spoke to District Superintendent on [DATE]. He/she has given his/her approval for our contacting you today." Or would you prefer to call or write each school principal yourself before we contact them? (**IF SO:**) Could you give me an idea when you expect to make the contacts? I'd like to confirm with you that you've made contact before we proceed. (IF CONTACT WILL BE BY LETTER:) Could you send me a copy of the letter?
- Enclosed with the packet that was sent to you by the CDC were individual packets for each of the schools in your district that will be invited to take part in the study. It would be greatly appreciated if you could initial and date the packets and send them to the addressees.
- Lastly, I'd like to ask about your district's configuration. Does your district include schools at the elementary, middle, and high school levels? (**IF NO**) What schools levels does your district include?
RECORD THIS INFORMATION IN THE ONLINE CASE MANAGEMENT SYSTEM. THIS INFORMATION WILL FEED INTO THE WEB-BASED QUESTIONNAIRES SO THAT DISTRICTS ARE ONLY ASKED ABOUT THE SCHOOL LEVELS CONTAINED IN THEIR DISTRICT.

Thank you again for your time. We will begin contacting your school's leadership about their participation this Fall. Please feel free to call Alice Roberts, at 1-800-287-1815, if you have any questions before then.