

Appendix C5

Recruitment Letter to WIC Local Agencies With Case Studies

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[DATE] Spring 2014

Dear [Local WIC Agency Director],

The USDA Food and Nutrition Service (FNS) has contracted with Altarum Institute and RTI International (RTI) to conduct a comprehensive study of WIC Nutrition Services and Administration (NSA) costs at state and local WIC agencies. The last time such a study was done was in 2000 and, since then, numerous program changes have occurred that may have impacted these costs. FNS is interested in understanding the ways in which NSA grant funds are utilized, the range of operations covered by NSA funds, and the impact of program changes on NSA grant funds. All state and local WIC agencies are being asked to participate in this WIC NSA Cost study.

We are requesting your participation in two specific activities for the study – a Web-based survey and a case study interview – and thank you in advance for your cooperation and assistance.

The following information outlines the activities for which we request your participation.

1. Complete your local agency Web survey by [DATE].

- Your local agency's link to the survey is www.NSAcostsurvey.com. A user name and password is required to access the survey. We will send this information in a separate, secure email within the next three business days.
- The survey will take about 60 minutes to complete. For your convenience and in order to make completing the survey as streamlined as possible, we have attached a copy of the survey questions so that you may confer with other staff members prior to entering your responses.
- The data collected from your agency will not be linked to an individual employee or agency; the data will only be used in summary form to describe the overall use of funds by local WIC agencies.

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-XXXX. The time required to complete this information collection is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

- In the event that you are interrupted while completing the survey, you are able to exit the survey at any time and re-enter at the point where you last left off.
- All survey questions must be answered. The final confirmation process provides summary information for review prior to final submission.
- The survey is self-guiding and includes a Help menu should you encounter difficulties. You may also call our Help Desk for assistance at 800-xxx-xxxx between 9:00 a.m. and 7:00 p.m. Eastern.
- We are aware that some local agencies may have email access but do not have Internet access and will be unable to complete an online survey. If you do not have Internet access, please contact the Help Desk and we will make arrangements for you to complete the survey by paper. You may reach the Help Desk at 800-xxx-xxxx between 9:00 a.m. and 7:00 p.m. Eastern.

2. Help us to schedule a case study interview with you and/or the appropriate staff at your local agency.

- We anticipate that our onsite visit will be 1 ½ - 2 hours in length. We plan to conduct the key informant interview with the local WIC director and the lead staff of nutrition education and breastfeeding support program components.

This study will be important in informing decision-makers about the full range of valuable services that are performed with WIC NSA funds. We thank you for your participation!

If you have any questions, please contact Diane Phillips at diane.phillips@altarum.org or (202) 603-7142.

Regards,



Loren Bell, Project Director
Institute Fellow
Co-Director, Center for Food Assistance and Nutrition
Altarum Institute

Attached: Copy of Web survey