

APPENDIX D4

CN AND SFA DIRECTOR TELEPHONE INTERVIEWER SCRIPTS

Expiration Date: XX/XX/XXXX

I. INITIAL CONTACT

Hello, my name is [YOUR NAME]. I'm calling from 2M Research on behalf of the U.S. Department of Agriculture to follow up on an e-mail that we recently sent to (RESPONDENT'S NAME). Would that be you?

(IF SPEAKING TO THE RESPONDENT GO TO B ON PAGE 2)

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

(IF YES, RECORD NUMBER IN SPACE BELOW. ENTER THIS NUMBER IN THE MESSAGE FIELD AT THE END OF THE CALL.)

RESPONDENT'S DIRECT PHONE NUMBER: _____

Is he/she available?

YES (**GO TO B ON PAGE 2**)

NO (**GO TO A BELOW**)

A. RESPONDENT NOT AVAILABLE

The e-mail we sent to (RESPONDENT) linked to a questionnaire from the U.S. Department of Agriculture. The survey was designed to be completed by the Child Nutrition Director.

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 MESSAGE FIELD.)

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:

B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE:

Introduction 1-IF SPEAKING TO RESPONDENT ON INITIAL CONTACT

The email was an invitation to complete a survey called the U.S. Department of Agriculture Special Nutrition Program Operations Study.
(GO TO INTRODUCTION 3)

Introduction 2-IF TRANSFERRED

Hello, my name is [NAME] and I'm calling from 2M Research Services. We recently sent you an email invitation to complete a survey called the U.S. Department of Agriculture Special Nutrition Program Operations Study.
(GO TO INTRODUCTION 3)

Introduction 3

2M Research is conducting this survey on behalf of the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS). We noticed that you haven't completed this mandatory survey yet, so we just wanted to be sure that you received the email invitation.

Verify Contact Information

The email address we have for you is [email]. Is that correct? *(Update if necessary and confirm the login information will be sent right away.)*

Respond to Questions or Concerns

Do you have any questions about the study? *(Answer questions using FAQ and encourage participation.)* Have you been able to access the survey?

[IF NO:] Did you have trouble with the link to the survey?

[IF YES:] Have you been able to log in and start the survey?

Resend Link

If you don't have any other questions, would you like for me to send you another link to the Special Nutrition Program Operations Study? [IF YES:] I'll get that email to you shortly.

Would like to Answer by Phone

Would you like to do the survey now?

[IF NO:] Can we make an appointment for a better time? Day: _____ Time: _____

[IF YES:] SWITCH TO SURVEY MODULE

Reminder and Thank You

Expiration Date: XX/XX/XXXX

Under the Healthy, Hunger-Free Kids Act of 2010, agencies are required to participate. Additionally, your participation is vitally important to the success of this study, so we hope you'll complete the survey as soon as possible. The deadline is [SURVEY END DATE]. If you have any questions at all, please free to contact Jim Murdoch, the Project Director, at jmurdoch@2mresearchservices.com or 817-856-0863.

Thank you for your time.

II. TELEPHONE ANSWERING DEVICE SCRIPT

Hello, I'm [NAME]. I'm calling from 2M Research Services about a survey called the U.S. Department of Agriculture Special Nutrition Program Operations Study. We have not yet received your response to this mandatory survey and we hope you will finish it soon. Please access the survey using the login information that was emailed to you, or contact Jim Murdoch, the Project Director, at jmurdoch@2mresearchservices.com or 817-856-0863.

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. It will take you, on average, approximately 5 minutes to complete this call.

Frequently Asked Questions

Q Why is FNS conducting the survey?

A This survey is being conducted to provide nationally representative information about Child Nutrition programs and programs available in public school districts. The goal of the SN-OPS is to understand the policy and operational issues surrounding the Child Nutrition Programs. Specifically, survey topics include the preparation of program budget, development and implementation of program policy and regulations, and identification of areas for provision of technical assistance and training.

Q Who is invited to participate in SN-OPS?

A This is a survey of 56 State Child Nutrition Program Directors and 1,875 School Food Authority Directors.

Q Why is participation by your State important?

A Your State Agency's participation, while voluntary, is important because it is vital to the development of national estimates. Your cooperation is critical to make the results of this survey comprehensive, accurate, and timely.

Q How long is the data collection period?

A Because of the time sensitive nature of data that are being collected, we expect to receive all completed surveys within 8 weeks.

Q How does FNS protect the privacy of the information that you provide?

A Your answers may be used only for statistical purposes and may not be disclosed or used in identifiable form for any other purpose unless otherwise compelled by law. The federal Office of Management and Budget (OMB) has approved the survey (OMB No. [OMB Number: 0584-0562](#). [Expiration Date: X/XX/XXXX](#)).

Q Who should I contact if I have questions about the study or the survey?

A If you have any questions about this survey, please contact the Help Desk at 1-866-465-7738 or email the help desk at CNSurveyHelp@2mresearchservices.com. You may also call Allison Magness, the FNS Project Officer, at 703-305-2098.

Expiration Date: XX/XX/XXXX

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RESPONDENT'S DIRECT PHONE NUMBER: _____

Is he/she available?

YES (**GO TO B ON PAGE 2**)

NO (**GO TO A BELOW**)

A. RESPONDENT NOT AVAILABLE

The e-mail we sent to (RESPONDENT) linked to a 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 MESSAGE FIELD.)

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?

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[IF NO:] Did you have trouble with the link to the survey?

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If you don't have any other questions, would you like for me to send you another link to the Special Nutrition Program Operations Study? [IF YES:] I'll get that email to you shortly.

Reminder and Thank You

Under the Healthy, Hunger-Free Kids Act of 2010, agencies are required to participate. Additionally, your participation is vitally important to the success of this study, so we hope you'll complete the survey as soon as possible. The deadline is [SURVEY END DATE]. If you have any questions at all, please free to contact Jim Murdoch, the Project Director, at jmurdoch@2mresearchservices.com or 817-856-0863.

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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 instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Frequently Asked Questions

Q Why is FNS conducting the survey?

A This survey is being conducted to provide nationally representative information about Child Nutrition programs and programs available in public school districts. The goal of the SN-OPS is to understand the policy and operational issues surrounding the Child Nutrition Programs. Specifically, survey topics include the preparation of program budget, development and implementation of program policy and regulations, and identification of areas for provision of technical assistance and training.

Q Who is invited to participate in SN-OPS?

A This is a survey of 56 State Child Nutrition Program Directors and 1,875 School Food Authority Directors.

Q Why is participation by your School Food Authority (SFA) important?

A Your SFA's participation, while voluntary, is important because it is vital to the development of national estimates. We need your input because your SFA is one of a small sample of SFAs selected for the study. Your cooperation is critical to make the results of this survey comprehensive, accurate, and timely.

Q How long is the data collection period?

A Because of the time sensitive nature of data that are being collected, we expect to receive all completed surveys within 8 weeks of initial mailing.

Q How does FNS protect the privacy of the information that you provide?

A Your answers may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose unless otherwise compelled by law. The federal Office of Management and Budget (OMB) has approved the survey (OMB No. [OMB Number: 0584-0562](#). [Expiration Date: X/XX/XXXX](#)).

Q Who should I contact if I have questions about the study or the survey?

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Q What if I cannot find my letter?

A The quickest way to get you your login information would be through an e-mail. We will send another one to you today.

Q Can I answer the survey by phone?

A This survey is designed as a web survey. It provides you with the most flexibility to access the various modules and to return at a time convenient to you if you do not have a chance to complete it.
