

APPENDIX J.1: EMAIL/MAIL INVITATION TO SITES



WIC | Nutrition
Education
Study

Dear [Insert Name of Site] WIC Site,

Congratulations! We are pleased to inform you that your WIC site has been selected to participate in the **WIC Nutrition Education Study (NEST)**, a study funded by the USDA Food and Nutrition Service (FNS). The purpose of the study is to better understand how local agencies and their sites provide nutrition education and how WIC's nutrition education services affect participants' behaviors. The study provides an excellent opportunity for local agencies and sites to provide information to help strengthen and enhance WIC nutrition education and highlight the efforts across the country to promote healthy eating and physical activity behaviors among WIC participants.

The first part of the study is a survey of nutrition education policies and practices at 1,000 local agencies and between one and three of their WIC sites. This survey will be followed by the selection of 80 local sites to take part in telephone interviews to further discuss nutrition education services. The information will be used to prepare a comprehensive, nationally representative description of WIC nutrition education. Please complete the Site Survey **no later than MM/DD/YY.**

Completion of the Site Survey is required by the Healthy, Hunger-Free Kids Act of 2010 (P.L. 111-296, Sec. 305), which requires WIC State and local agencies to cooperate in studies or evaluations conducted by or on behalf of USDA. Although survey responses will be identifiable to FNS, the responses will not be used for compliance or monitoring activities. Local agencies, sites, and individual respondent names will not be identified in any study reports or publications.

Site Survey Instructions

The individual who completes the Site Survey must have comprehensive knowledge of the nutrition education services provided at the site selected for the survey. Possible job titles for this individual include, but are not limited to, Local WIC Director, Site/Clinic Supervisor, Site WIC Coordinator, Regional Nutrition Coordinator/Consultant, Nutrition Education Coordinator, Competent Professional Authority, or Senior or Lead Nutritionist.

You were identified as the person to complete the Site Survey by your local agency or State agency. If you feel you are not the appropriate person to respond to the survey (e.g., you think someone else would be more knowledgeable or you are going to be out for extended leave), please contact your supervisor or WIC manager to discuss who would be most appropriate. To change the name of the person to complete the Site Survey, contact the Survey Help Desk at the email address or phone number included below.

[The following bullet points will be included in the invitation email to the sites that were identified on the Local Agency Survey online Site Survey.]

OMB Control Number: 0584-XXXX
Expiration date: XX/XX/XXXX

- To start the Site Survey, click on the link below or copy and paste it into your Web browser.

[Insert link to the Site Survey]

- A copy of the Site Survey questions is available on the survey link to view before starting the survey. A copy of the WIC Nutrition Education Study brochure and Frequently Asked Questions (FAQ) document are attached to this email.
- The Site Survey will take about 45 minutes to complete. Although we recommend completing all questions at one time, the survey provides instructions for saving a partially completed survey and returning at a later time to complete unanswered questions.
- The Site Survey can be completed by more than one individual, if appropriate. The survey instructions explain how to allow additional individuals to respond.
- If you cannot complete the Site Survey online, please contact the Survey Help Desk to request a paper copy to complete and mail in.
- Please complete the Site Survey **no later than MM/DD/YY**.

[The following bullet points will be included in the recruitment contact sent via U.S mail to sites that were identified on the Local Agency Survey as requiring a paper survey.]

- The Site Survey and a pre-paid return envelope are enclosed. Please use a blue or black ink pen to complete the survey.
- A WIC Nutrition Education Study brochure and Frequently Asked Questions document are also enclosed.
- The Site Survey will take about 45 minutes to complete.
- The Site Survey can be completed by more than one individual, if appropriate.
- Please mail the completed Site Survey in the enclosed envelope **no later than MM/DD/YY**.

Phone Interviews

We will contact the 80 selected sites and their local agencies to ask them to participate in a telephone interview that will be scheduled at a convenient time during **MM/YY and MM/YY**. The interviews will focus on details of how the sites provide nutrition education. The interview will take about 30 minutes.

If you have any questions about the survey, please contact:

Nutrition Education Survey Help Desk
Phone: XXX-XXX-XXXX
Email: xxxxx@xxxxxx.xxx

Thank you for your cooperation and participation in the **WIC Nutrition Education Study (NEST)**!

Sincerely,

TBD

Altarum Institute

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 45 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.