

## APPENDIX MMM.1: FOCUS GROUP SCRIPT OUTGOING RECRUITMENT CALLS— ENGLISH

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 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.

Hello, may I speak with *[INSERT NAME OF WIC PARTICIPANT]*?

*[If WIC participant is not available, e.g., voice mail or another person answers the phone, do not proceed with the call. If participant answers, proceed.]*

My name is *[Insert Name of Recruiter]*, and I am calling to ask if you would like to take part in a discussion group about the nutrition education you receive from WIC. The discussion group will be held on *[Insert Location]* at *[Insert Date and Time]*, and you will receive a \$50 gift card for taking part. Are you interested and available to participate?

*[If WIC participant declines, thank them for their time and conclude the call.]*

*[If, after you have shared the above paragraph, the WIC participant says she is busy or requests that you call her later, ask her what a convenient time would be for you to call back and thank her for her time. Call to follow-up at the convenient time.]*

*[If WIC participant agrees to participate in the discussion group, proceed.]*

Thank you for agreeing to share your thoughts about WIC nutrition education. I want to share a few details about the discussion group. There will be six to eight WIC participants in the discussion group, and it will last about 1½ hours. For study purposes, the group discussion will be audio-taped. Everything that is said during this discussion will be kept private. After we conduct several of these group discussions, we will write a report for the Food and Nutrition Service of the USDA. Your name will not appear anywhere in the report. Nothing said during the group discussion will be attached to your name or shared with your WIC Office. As I mentioned earlier, the discussion group will meet on *[Insert Date and Time]* at *[Insert Location]*, and we will give you a \$50 gift card to take part in the discussion group. The money you receive will not in any way affect your WIC benefits.

We ask that you arrive at *[Insert Time—15 Minutes before the Discussion Group]* to register. The discussion group will start right at *[Insert Time]* and end at *[Insert End Time]*. It is very

important that you show up on time. We'll make a reminder call to you a day before the date of the discussion group. What is the best number to contact you at? *[Record Number(s)]*

Please do not bring other adult family members or friends to take part in this discussion group. If another adult comes with you to the group, they will not be able to join you in the room where the discussion is held, and they will not get \$50. If you are breastfeeding, you may bring the baby to the session. Please arrange for someone to take care of your other children while you attend the session.

Do you have any questions? *[If yes, respond using questions and answers from flyer.]* If you have any questions or should need to cancel, you can call me. My name is *[Insert Name of Recruiter]* and I can be reached at *[Insert Phone Number]*. Thank you again and we look forward to seeing you on *[Insert Date and Time]* at *[Insert Location]*.