APPENDIX 5

SCRIPTS FOR INITIAL AND FOLLOW-UP TELEPHONE CALLS

Script for Initial Telephone Call

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1 Hello, this is _____ with RTI International, a national research company. I am calling on behalf of USDA's Food Safety and Inspection Service. (IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.)

2 Is this (company) located at (street address) in (City), (State)?

☐ Yes **Skip to 8**

☐ No **Go to 3**

3 Has the business been acquired and operating under a new name or has the business moved to a new location?

☐ Name change only **Go to 4**

☐ Business acquired but otherwise the same **Skip to 4**

☐ Address change only **Skip to 5**

☐ Name and address different **Skip to 4**

☐ Wrong business **Online search**

☐ Out of business **Online search**

☐ Residence **Online search**

☐ Other_____

4 Enter company name

_____

5 Enter street address (need physical address for FedEx, not mailing address)

_____

6 Enter City

_____

7 Enter State

_____

8 Can you tell me the name of the Plant Manager? (Ask for spelling.)

_____

Thank you for your time. Have a nice day.

CATI Script for Respondent Identification Call

R_INTRO
Hello, may I please speak with [Fill with Plant Manager's Name from Initial Call]?

R_TCHK
Hello, this is _____ with RTI International, a contract research organization. I am calling on behalf of the U.S. Department of Agriculture's Food Safety and Inspection Service, or FSIS. RTI is conducting a survey of meat slaughter and processing plants for FSIS. [IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.]
The purpose of the survey is to learn about current practices and technologies used in the industry to control pathogens and promote food safety. We were given your name as being the most knowledgeable about (plant name)'s slaughter and processing operations at (address). Are you the best person to complete this survey?

1 = YES
2 = NO

{if YES go to **R_LETTER** NO go to **R_BEST**

R_LETTER
You should have recently received a letter from FSIS describing the survey. (IF THEY DID NOT GET THE LETTER AND WANT ONE, OFFER TO FAX OR EMAIL A COPY)

 GO TO R_CONFID

R_BEST
We would like for the person who is most knowledgeable about the slaughter and processing operations at your plant to complete the survey. May I please have the name of the person who is most qualified to complete the survey?

_____

R_NWNAME

What is the best phone number to reach him/her at?

_____

R_AVAIL

Is this person available now? GO TO R_INTRO

R_CONFID

Your responses to the survey will be kept secure to the extent permitted by law. Identifying information such as your name, plant name, or company name will not be sent to FSIS. All survey participants will receive a summary report on the study findings. I hope that you can help FSIS by participating in the survey. I need to ask you two questions before I verify your address.

R_SLTR

During the past year, did (plant name) conduct any slaughter activities for commercial purposes?
1 = YES
2 = NO➔ **Ineligible**

INTERVIEWER: BY PAST YEAR WE MEAN THE MOST RECENTLY COMPLETED CALENDAR OR FISCAL YEAR.

R_MEAT

During the past year, did this plant slaughter meat species? This includes beef, pork, lamb, or goat.

1 = YES
2 = NO ➔ **Ineligible**

R_FORMAT

You can complete a hard copy survey by mail or a Web-based version. With the web-based survey, your survey responses are encrypted and secure, and you will be able to save your answers and return to it if you cannot complete it in one sitting. Which would you prefer?

1 = MAIL ➔ **go to R_ADDR**
2 = WEB ➔ **go to R_EMAIL_SURVEY**

R_ADDR

The survey will be sent by Federal Express so I need your physical address. The name and address information we have for you is: (name, address, city, state, zip). Is this correct? MAKE CHANGES AS NECESSARY

_____

R_EMAIL_REPORT

All respondents will receive a summary report at the end of the survey. What is your email address?

_____

R_EMAIL_SURVEY

You will be sent an email with a link to the survey. What is your email address?

_____

To confirm, your email address is (read email address). Is this correct?

R_PHONE

Is _____ the best phone number to reach you at? MAKE CHANGES AS NECESSARY

_____

R_CBTIME

When would be the best day of the week and time to reach you?

_____

R_END

You should receive the survey in about 2 to 3 days. Please complete and return the survey according to the instructions provided within 10 business days. Thank you and have a nice day.
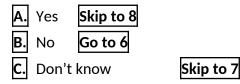
INELIG SCRIPT:

(Plant name) may not be eligible for this study. If anything changes, we will call you back. Thank you for your time and have a nice day.

1   Hello, this is _____ with RTI International, a national research company. I'm calling on behalf of USDA's Food Safety and Inspection Service. (IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.)

2   May I please speak to (Plant Manager)?

A.	Yes, speaking	**Skip to 5**
B.	Yes, will connect	**Skip to 4**
C.	No, not available	**Go to 3**

3   When is the best time to reach (Plant Manager)?

4   Hello, this is _____ with RTI International, a national research company. I'm calling on behalf of USDA's Food Safety and Inspection Service. (IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.)

5   I'm calling about a survey being sponsored by FSIS. Our records show that we sent the survey to you (insert "in the mail" or "by email"}. I just want to confirm that you received the survey.

A.	Yes	**Skip to 8**
B.	No	**Go to 6**
C.	Don't know	**Skip to 7**

6   I'm sorry you didn't receive the survey. We can re-send it to you. Would you prefer to complete the survey by mail or the Web-based survey?

1 = MAIL ➔ **go to R_ADDR**
2 = WEB ➔ **go to R_EMAIL**

7   We can send you the survey. Would you prefer to complete the survey by mail or the Web-based survey?

1 = MAIL ➔ **go to R_ADDR**
2 = WEB ➔ **go to R_EMAIL**

R_ADDR

The survey will be sent by Federal Express so I need your physical address. The name and address information we have for you is: (name, address, city, state, zip). Is this correct? MAKE CHANGES AS NECESSARY then **Skip to 8**

_____

R_EMAIL

We will send you an email with a link to the survey. What is your email address?

_____

8   Please complete and return the survey as soon as possible.

Since only a small percentage of plants received the survey, your response is vital for gaining a true representation of the industry.

Your answers to the survey will not be linked to your plant name. **Skip to 10**

9   Our records show that you have not yet completed the survey. I'm calling today to ask that you complete and return the survey within the next week.

Since only a small percentage of plants received the survey, your response is vital for gaining a true representation of the industry.

Your answers to the survey will not be linked to your plant name. **Go to 10**

10   We look forward to receiving your completed survey. Thank you for your time. Have a nice day.

1   Hello, this is _____ with RTI International, a national research company. I'm calling on behalf of USDA's Food Safety and Inspection Service. (IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.)

2   May I please speak to (Plant Manager)?

    A. Yes, speaking   **Skip to 4**

    B. Yes, will connect   **Skip to 4**

    C. No, not available   **Go to 3**

3   When is the best time to reach (Plant Manager)?

4   Hello, this is _____ with RTI International, a national research company. I'm calling on behalf of USDA's Food Safety and Inspection Service. (IF NEEDED: This is not a sales call and in no way will our conversation lead to a sales call.)

5   I'm calling about a survey being sponsored by FSIS. Our records show that you have not yet completed the survey. I'm calling today to ask that you complete and return the survey within the next week.

Since only a small percentage of plants received the survey, your response is vital for gaining a true representation of the industry.

Your answers to the survey will not be linked to your plant name. **Go to 6**

6   If you prefer, I can conduct the survey over the telephone now. It will take about sixty minutes. Would you like to get started?

    A. Yes   **Transfer call to project staff**

    B. No   **Go to 7**

7   We look forward to receiving your completed survey. The survey will close on (date). We must receive your answers by then so they are included in the final report. Thank you for your time. Have a nice day.