

Memorandum

Date: January 27, 2021

To: Julie Wise, OMB Desk Officer

Through: Rachelle Ragland-Greene, Information Collection Officer, Planning and Regulatory Affairs Office and Ruth Brown, OCIO Desk Officer

From: Andrea Farmer, Nutritionist, and Eileen Ferruggiaro, Branch Chief, Child Nutrition Division
USDA – Food and Nutrition Service

Re: OMB Clearance No. 0584-0524
Request Approval to Perform Research for Healthy, Hunger-Free Kids Act (HHFKA) Section 221 Child and Adult Care Food Program (CACFP) Formative Research

The Food and Nutrition Service (FNS) of the USDA Food, Nutrition and Consumer Sciences is requesting approval for formative research under Approved Generic OMB Clearance No. 0584-0524.

This request is to acquire clearance to conduct formative research in the technical categories of nutrition, physical activity and electronic media use within the Child and Adult Care Food Program (CACFP). The information collected will be critical for the USDA to effectively comply with Public Law 111-296, the Healthy, Hunger-Free Kids Act of 2010 (HHFKA), Section 221. This package addresses research that will identify regular practices and significant barriers related to the application of current recommendations in the three technical categories, as well as preferred methods to overcome the barriers. Specifically, FNS seeks to conduct structured qualitative interviews (SQIs) and telephone focus groups with CACFP providers, sponsoring organizations and State and tribal agency staff. This package includes final versions of the SQI instrument, focus group discussion guide and recruitment screener.

The following information is provided for your review:

1. **Title of the Project:** Healthy, Hunger-Free Kids Act (HHFKA) Section 221 Child and Adult Care Food Program (CACFP) Formative Research
2. **Control Number:** 0584-0524, Expires 6/30/2016
3. **Affected Public:** State/Local or Tribal Agencies and Business-for and Not-for Profit

Respondent Type Affected by this Project: CACFP Provider Groups, Sponsoring Organizations Overseeing CACFP, State and Tribal Agency Staff Administering the CACFP

- Provider groups
 - o Child care centers – The primary on-site provider overseeing the three key technical categories (nutrition, physical activity and electronic media use)
 - o Family day care homes – The primary on-site provider overseeing the three key technical categories;

- Sponsoring organizations of family day care homes and centers – This group oversees the CACFP in family day care homes and child care centers that are both sponsor-owned and unaffiliated; and
- State and tribal agency staff administering the CACFP – This group is comprised of contacts within the FNS regions designated to administer the CACFP

See section 7, *Project Purpose, Methodology & Formative Research Design* for a description of the number of participants for each audience (provider groups, sponsoring organizations, and State and tribal agency staff) by research methodology (SQIs and telephone focus groups).

4. Number of Respondents:

The target population for the formative research consists of provider groups, sponsoring organizations of family day care homes and centers, and State and tribal agency staff administering the CACFP, as identified above. Approximately 95% of the provider groups and sponsoring organizations are considered small business and 4% of the State Agencies are considered small entities.

While representatives of all of these groups are eligible to participate in the research, the list of who is contacted will depend on the information provided by FNS Regional Offices, State and tribal agency staff administering the CACFP, and sponsoring organizations. The response rate will vary by audience as well as by phase of research. We expect a 100% response rate (or very close to this number) for State and tribal agency staff for both phases of the formative research. The response rate for the other three target populations will vary, and we have made some assumptions in the section on burden hours to reflect expected response rates. We anticipate starting with a universe of 900 for each of the provider groups and 200 for sponsoring organizations to recruit the desired number of respondents. (See section 6 for burden hours estimates and section 7 for subject recruitment.)

The research will be conducted in two phases. Phase 1 will include the SQIs and Phase 2 will include the telephone focus groups.

The total estimated number of participants for Phase 1 is 520. For Phase 2, we will re-contact participants from Phase 1 to convene six focus groups with approximately nine individuals per group (54 participants in total).

Number of respondents

| Target audience | Total number of interviews (Phase 1) | Total number of telephone focus groups (Phase 2) | Total number of participants in telephone focus group (Phase 2) |
|-------------------------------|---|---|--|
| Provider Groups | | | |
| Child Care Centers | 200 | 2 | 18 |
| Day Care Homes | 200 | 2 | 18 |
| Sponsoring Organizations | 60 | 1 | 9 |
| State and Tribal Agency Staff | 60 | 1 | 9 |
| Total | 520 | 6 | 54 |

5. Time Needed Per Response:

In the table below, the time noted is an average response time for each member of the target audience, which includes screening time to participate in the formative research and to participate in the structured qualitative interview or telephone focus group.

Time Needed per Notifications, Audience Screening, and Structured Qualitative Interview (SQI) (Phase 1)

| Target Audience | Time (minutes) | Time (hours) |
|---|-----------------------|---------------------|
| Provider Groups (Child care centers, n=200) (Day care homes, n=200) | 30 ¹ | 0.5 |
| Sponsoring Organizations (n=60) | 30 ¹ | 0.5 |
| State and Tribal Agency Staff (n=60) | 30 ¹ | 0.5 |

Time Needed per Audience for Telephone Focus Group Screening (Phase 2)

| Target Audience | Time (minutes) | Time (hours) |
|---|-----------------------|---------------------|
| Provider Groups (Child care centers, n=9 per group x 2 groups) (Day care homes, n=9 per group x 2 groups) | 15 | .25 |
| Sponsoring Organizations (n=9 per group x 1 group) | 15 | .25 |
| State and Tribal Agency Staff (n=9 per group x 1 group) | 15 | .25 |

Time Needed per Audience for Telephone Focus Group (Phase 2)

| Target Audience | Time (minutes) | Time (hours) |
|---|-----------------------|---------------------|
| Provider Groups (Child care centers, n=9 per group x 2 groups) (Day care homes, n=9 per group x 2 groups) | 90 | 1.5 |
| Sponsoring Organizations (n=9 per group x 1 group) | 90 | 1.5 |
| State and Tribal Agency Staff (n=9 per group x 1 group) | 90 | 1.5 |

¹ Total time includes 2 minutes for advance notification letter, 1 minute for each reminder letter (estimated two reminder letters sent), 1 minute for letter to verify this is an official project of the USDA/FNS, 5 minutes for Frequently Asked Questions (FAQs), and an average of 20 minutes for the screener/SQI.

6. Total Burden Hours on Target Audiences:

Approximately 520 structured qualitative interviews (SQIs) will be completed in Phase 1. Each interview is approximately 20 minutes. Out of the 520 (SQIs), there will be 54 respondents who will participate in the Phase 2 telephone focus groups. Each focus group is approximately 90 minutes.

| Affected Public | Phase | Respondent Type | Activity | No. respondents | Response | Est. Total annual responses | Hours per response | Total Burden Hours | |
|---------------------------------|--|---|--|----------------------------------|---------------|-----------------------------|--------------------|--------------------|----------------|
| State, Local or Tribal Agencies | Phase 1 SQI: Online | State & Tribal Agency Staff Administering CACFP | Pre-mailing | 60 | 1 | 60 | 0.0334 | 2.004 | |
| | | | Reminder 1 | 60 | 1 | 60 | 0.0167 | 1.002 | |
| | | | Reminder 2 | 30 | 1 | 30 | 0.0167 | 0.501 | |
| | | | Verification | 10 | 1 | 10 | 0.0167 | 0.167 | |
| | | | FAQ/Break-off | 6 | 1 | 6 | 0.0167 | 0.1002 | |
| | | | Survey plus FAQ | 60 | 1 | 60 | 0.4175 | 25.05 | |
| | | | SLT Agency BURDEN HOURS SUBTOTAL (phase 1) | 60.00 | | 226.00 | | 28.82 | |
| | Phase 2 Focus Groups: Telephone | State & Tribal Agency Staff Administering CACFP | Recruitment <i>(Re-contact respondents from phase 1)*</i> | 15 | 1 | 15 | 0.25 | 3.75 | |
| | | | Focus Groups | 9 | 1 | 9 | 1.5 | 13.5 | |
| | State Agencies Subtotal (phase 1 & 2) | | | | 60.00 | | 250.00 | | 46.0742 |
| Business: For or not-for profit | Phase 1 SQI: Online | Sponsoring Organizations | Pre-mailing | 200 | 1 | 200 | 0.0334 | 6.68 | |
| | | | Reminder 1 | 100 | 1 | 100 | 0.0167 | 1.67 | |
| | | | Reminder 2 | 68 | 1 | 68 | 0.0167 | 1.1356 | |
| | | | Verification | 20 | 1 | 20 | 0.0167 | 0.334 | |
| | | | FAQ/Break-off | 4 | 1 | 4 | 0.0167 | 0.0668 | |
| | | | Survey plus FAQ | 60 | 1 | 60 | 0.4175 | 25.05 | |
| | | | SO BURDEN HOURS SUBTOTAL | 200.00 | | 452.00 | | 34.9364 | |
| | Child Care Centers | | | Pre-mailing | 900 | 1 | 900 | 0.0334 | 30.06 |
| | | | | Reminder 1 | 450 | 1 | 450 | 0.0167 | 7.515 |
| | | | | Reminder 2 | 306 | 1 | 306 | 0.0167 | 5.1102 |
| | | | | Verification | 88 | 1 | 88 | 0.0167 | 1.4696 |
| | | | | FAQ/Break-off | 16 | 1 | 16 | 0.0167 | 0.2672 |
| | | | | Survey plus FAQ | 200 | 1 | 200 | 0.4175 | 83.5 |
| | | | | CCC BURDEN HOURS SUBTOTAL | 900.00 | | 1,960.00 | | 127.92 |
| | Day Care | | | Pre-mailing | 900 | 1 | 900 | 0.0334 | 30.06 |

| | | | | | | | | |
|--|--|----------------------------------|----------------------------------|-----------------|-----------------|-----------------|---------------|---------------|
| | Homes | Reminder 1 | 450 | 1 | 450 | 0.0167 | 7.515 | |
| | | Reminder 2 | 306 | 1 | 306 | 0.0167 | 5.1102 | |
| | | Verification | 88 | 1 | 88 | 0.0167 | 1.4696 | |
| | | FAQ/Break-off | 16 | 1 | 16 | 0.0167 | 0.2672 | |
| | | Survey plus FAQ | 200 | 1 | 200 | 0.4175 | 83.5 | |
| | | DCH BURDEN HOURS SUBTOTAL | 900.00 | | 1,960.00 | | 127.92 | |
| | | Phase 2 Focus Groups: Telephone | Sponsoring Organizations | Recruitment* | 15 | 1 | 15 | 0.25 |
| | Focus Groups | | | 9 | 1 | 9 | 1.50 | 13.50 |
| | SO BURDEN HOURS SUBTOTAL | | | | | 24.00 | | 17.30 |
| | Child Care Centers | | Recruitment* | 30 | 1 | 30 | 0.25 | 7.5 |
| | | | Focus Groups | 18 | 1 | 18 | 1.50 | 27 |
| | | | CCC BURDEN HOURS SUBTOTAL | | | 48.00 | | 34.50 |
| | Day Care Homes | | Recruitment* | 30 | 1 | 30 | 0.25 | 7.5 |
| | | | Focus Groups | 18 | 1 | 18 | 1.50 | 27 |
| | | | DCH BURDEN HOURS SUBTOTAL | | | 48.00 | | 34.50 |
| | Business Subtotal (Phase 1 & 2) | | | 2,000.00 | | 4,492.00 | | 377.08 |
| | ESTIMATED GRAND TOTAL ANNUAL BURDEN HOURS | | | 2,060.00 | | 4,742.00 | | 423.15 |

*Note: Recruitment are respondents who participated in phase 1 and will be re-contacted to participate in phase 2

Estimate Total Annual burden hours on target audiences: 423.15

7. Project Purpose, Methodology, and Formative Research Design:

Background

As authorized under Section 221 of The Healthy, Hunger-Free Kids Act of 2010 (HHFKA), child care centers and family or group day care homes participating in the Child and Adult Care Food Program (CACFP) are required to comply with nutritional requirements and wellness recommendations in three technical assistance categories:

1. Nutrition;
2. Physical Activity; and
3. Electronic Media Use.

The HHFKA requires USDA's Food and Nutrition Service (USDA/FNS), as delegated by the Secretary of Agriculture, to provide the training, technical assistance, guidance, and educational materials that CACFP providers need to comply with the recommendations. There is limited nationwide research available addressing the current practices and needs of child care providers in these areas. Therefore, additional research is needed to ensure that future technical assistance and training content, methodology, and communication and delivery channels are effective.

Project Purpose

The purpose of this formative qualitative research is to provide CACFP providers with training, technical assistance, guidance, and educational materials related to the three key technical assistance categories. The formative qualitative research is, therefore, designed to represent the views and opinions of various CACFP audiences so that the results are substantive and reliable and can be used, at a future time, in developing actual training materials.

Overall, the research has the following objectives:

- Determine attitudes, perceptions, knowledge, experience, skills, and available resources that may either promote or inhibit successful implementation of the three key technical assistance areas;
- Determine the most effective ways to overcome barriers within targeted audiences, and associated needs for doing so;
- Identify best practices and helpful resources; and
- Determine the preferred communications and delivery channels.

For the purposes of the formative qualitative research, the primary target audiences are those administering the CACFP to infants through children five years of age within the 50 states, D.C., Territories and Tribal Communities within the USDA/FNS regions. CACFP provider groups, sponsoring organizations and State and tribal agency staff will be represented, as identified in section 3.

Methodology/Research Design

In the first phase of the formative research, on behalf of FNS, KRC Research will conduct structured qualitative interviews (SQIs) among each of the four key audiences. Upon OMB

approval, implementation of this phase will take approximately two months and include up to 520, 20-minute online or telephone SQIs.

Our rationale for employing this mixed mode telephone and online approach is that all State and tribal agency staff and sponsoring organizations, as business operations, have access to the Internet and a computer where they can complete the interview. By comparison, provider groups may or may not have access to a computer and the Internet. To ensure that diverse audiences have the opportunity to complete the SQI, provider groups will have the option to complete the research either online or by telephone. Sponsoring organizations and provider groups will both have the option to complete the research in either English or Spanish.

The SQI Master Questionnaires are located in Attachments C and C-SPANISH.

In many locations, the same individual will be able to answer all questions about nutrition, physical activity, and electronic media use. However, in some cases (large organizations) we may need to interview more than one subject matter expert at each location. Thus, utilizing an online platform allows for completion by more than one person at times convenient to their schedules. Similarly, in the telephone interviews, there will be the opportunity for respondents to skip questions in content areas they are not equipped to answer and we will schedule the remainder of the interview with the person best suited to answer those questions.

Participants who complete the survey online will use their own computers to complete the survey. The online survey process includes sending the target populations a unique URL link to the survey. Each unique URL will include a sample identifier. Both the online and the telephone surveys can be started and stopped at any time. For those completing the survey online, when a participant leaves or stops the survey (i.e., closes his or her Internet browser), the participant can return to the survey using the same link and pick up at the where he or she left off. The data for all “sessions” will be saved using the same respondent record. For those completing the survey over the telephone, they will also have the option – if requested – to stop the survey and schedule another time or times to complete it.

KRC Research and our fieldwork partner, Braun Research, are committed to using the best efforts to maintain the security of data collected among the target populations. Access to data is restricted and limited to a few key personnel. In addition, Braun Research maintains an industry standard firewall security system, which helps to ensure that only authenticated users and authorized personnel are allowed to access and/or review the collected data. Neither KRC Research nor Braun Research will ever ask participants for private information, such as credit card or Social Security numbers. The information collected is highly confidential and will only be used for the sole purpose of conducting formative research.

Following the Phase 1 formative research, we will conduct follow-up research using telephone focus groups to elaborate on areas known to be the most complex or in which we have remaining questions. In Phase 2 of the formative research, we will conduct a total of six telephone focus groups comprised of up to nine individuals per group, selected from across the nation. The focus groups will be distributed as follows:

- Provider groups
 - o Child care centers – Two focus groups
 - o Family day care homes – Two focus groups;
- Sponsoring organizations of family day care homes and centers – One focus group; and
- State and tribal agency staff administering the CACFP – One focus group.

To recruit for these telephone focus groups, we will randomly select respondents from the list of individuals who participated in the Phase 1 research and who agreed to be re-contacted for

follow-up research. (This request will be made at the completion of the SQI in Phase 1, Attachment C.)

Participation in both Phases 1 and 2 is voluntary and there are no penalties if participants choose not to respond to a specific question or in whole. Participants will be informed that their information will be kept secure and only used for research purposes unless otherwise required by law.

Payments/Gifts to Respondents

There are no provisions for payments or gifts to respondents. Respondents are CACFP program participants receiving meal reimbursements or administrative funds from the federal government. Under the HHFKA, Section 305, program participants are to cooperate with research and evaluation studies being conducted on behalf of the Secretary of Agriculture. However, participation in USDA research is not required to retain program benefits.

Design/Sampling Procedures: Phase 1

The sample required to conduct the qualitative interviews for Phase 1 will be obtained through consultation with and/or provided by FNS and/or State and tribal agency staff.

For **State and tribal agency staff**, FNS will identify FNS Regional Office representatives who will provide the appropriate State and tribal agency contacts administering CACFP. To facilitate this outreach, we will draft a note that can be distributed from the FNS project leader to the FNS regions.

For the **sponsoring organizations**, we will select two organizations randomly from the list for each state, D.C., tribal community and the territories. The contact information for sponsoring organizations will be obtained with assistance from the State and tribal agency staff administering CACFP, identified in the step above.

For **providers**, State and tribal agency staff and sponsoring organizations will be asked to provide lists that contain names, contact information (telephone, e-mail addresses and mailing addresses), and relevant demographic information, including whether or not the child care centers are affiliated or unaffiliated (to facilitate sorting and classifying key firmographics and demographics). This information will allow us greater control in our sample selection procedure. From a compiled and sorted list, we will randomly select a sample large enough to complete up to 520 interviews. (More details on this sampling protocol are provided later in this section.) If demographic information is not available, we will select randomly from within regions across the entire list and monitor the response to evaluate our outcomes and target demographics.

Once we have obtained all lists, our objective is to develop a simple sampling method to draw a random but proportional and representative group of key audiences to be contacted for participation in our SQIs.

First, we will review what elements are available for all or nearly all individuals on the list. Ideally, we will have the name of the appropriate contact individual or individuals, organization name, title, mailing address, zip code, phone number, and email address. The more information available, the better, because with more information we will be able to more effectively profile our universe before we conduct the research. (This profile information describing our universe will be used for weighting once data collection is complete.)

For each of the key audiences, we will break up the list in a way that helps to administer the online and SQI interviews smoothly and effectively, and with confidence in the random sample. Once we receive the previously outlined data counts for the key audiences, we will create replicates, or sample groups with the same number of records in each.

Following are steps we will use for sorting the respondents:

- **Step 1** – Sort all records by zip code in ascending order. (The Northeast will be at the top and the Far West and Territories at the end.)
- **Step 2** – Using a counting program, append a three digit number starting from 001 and continuing through sequentially to the end of each record through a number that is based on how we will divide the database for each key audience into sample groups to achieve the target number of total interviews. For example, if there are 100,000 records available in the child care centers database, we will create sample groups with 500 records in each and therefore assign each record a number from 1 through 500. When the 500th record is counted, the numbering will start over with the number 001 and continue until 500 again, and again until each record in the child care centers database is assigned a number.
- **Step 3** – Review sample file: each record should have a number assigned to it based on the size of the sample groups and target number of interviews for each key audience.
- **Step 4** – Resort the file with the appended numbers by the replicate number. Now we will have all the 001's clustered together, followed by all 002's, etc.
- **Step 5** – When fieldwork for the online and SQI interviews begins, we will start by emailing and mailing the list with 001 as the replicate number. We will replace replicates as needed.

Recruitment of and Reminders for Participants: Phase 1

Prior to launching the surveys, we will send advance notification to invite respondents selected to participate in the research and to explain the purpose and value of participation. We will first announce the effort more broadly through the FNS Regional offices, who will ask State and tribal agencies to participate and to encourage their providers and sponsoring organizations to participate. For State and tribal agency staff, we will send the announcement via e-mail. If e-mail addresses are available for sponsoring organizations and providers, we will send notification by e-mail. We will also send a letter notice via postal mail to providers. The notification letters/e-mails are located in Attachments A, A-SPANISH and A1.

As with most formative research we cannot know how compelled each respondent will be to participate; therefore, to increase response rate, we expect to make several attempts to gain the cooperation of the key audiences. A "multiple contact" method is typical with this type of research, though the number of communications will be at least partly dependent on the number of records in each key audience database. If there are not a large number of records, we anticipate having to send more reminders to encourage participation. At a minimum, across the key audiences, we expect to send at least one reminder within the first 7-10 days of fieldwork. The reminder letters/e-mails are located in Attachments B, B-SPANISH and B1.

Because the survey may require more than one person and may be completed over several days, we will ask respondents to let us know their intent upon receipt of our invitation so that we may better manage our fieldwork within the timeframe allotted.

Once we have the full 520 surveys completed, we will close the survey and include a professional thank you message to let them know the survey has been closed and to thank

them for their interest. Our ultimate goal is to ensure no one who comes into contact with this experience ever feels mistreated or that their time was wasted.

Data Collection Timeline: Phase 1

We will launch the research in three waves, two to three days apart, starting with State and tribal agency staff, followed by sponsoring organizations, and then providers. This will allow State and tribal agency staff and sponsoring organizations somewhat earlier receipt and familiarity with the SQI in the event they get questions from providers.

We will require three to four weeks’ field time to complete data collection. Our professionally trained interviewers will be available over the full period of time and across all U.S. time zones to conduct the telephone interviews, in English or Spanish, at respondents’ convenience by calling a toll-free number. We will also proactively call individuals we have invited to participate to encourage them to complete the survey. The script for this telephone contact is located in Attachments H and H-SPANISH.

Prior to launch, we will conduct briefing and training sessions with our interviewers to advise them of any particularities unique to this project. We will establish a protocol and Frequently Asked Questions (FAQs) (Attachments D and D-SPANISH) to handle any questions or concerns by respondents. Anticipating that respondents may want verification that this is an official research project of the USDA/FNS, we will initially distribute an e-mail or fax them a letter from FNS staff (Attachments G and G-SPANISH).

Our trained telephone interviewers will use our Computer Assisted Telephone Interviewing (CATI) to collect the data. Survey data will be entered directly into the CATI system as the interview takes place. For each English screen, a duplicate Spanish screen will be created. The CATI will be programmed to allow Spanish-speaking interviewers to change the language of the screen to fit the respondent’s desired language of administration.

The table below outlines the data collection timetable of activities and shows the breakdown of the modes, types, and estimated number of completes.

Timetable and Description of Surveys

| Audience | Language | Mode | Type/ Length | When | Number of Interviews |
|---------------------------------|---------------------|----------------------|-------------------------|---------------|---------------------------------|
| Provider Groups | | | | | |
| Child Care Centers | English and Spanish | Telephone and Online | SQIs/ 20 minutes | Rolling basis | 200 |
| Family Day Care Homes | | | | | 200 |
| | | | | | |
| Sponsoring Organizations | English and Spanish | Telephone and Online | | | 60 |
| State and Tribal | English | Online | | | 60 |

| | | | | | |
|---|--|--|--|--|--|
| Agency Staff Administering the CACFP | | | | | |
|---|--|--|--|--|--|

Design/Sampling Procedures: Phase 2

In Phase 2, we will conduct follow-up research using telephone focus groups to elaborate on areas known to be the most complex or in which we have remaining questions following the SQIs in Phase 1.

Recruitment of Participants: Phase 2

We will conduct six telephone focus groups comprised of up to nine individuals per group. To recruit for these telephone focus groups, we will randomly select respondents from among those who agreed during Phase 1 to participate in follow-up research and recruit individuals from these lists. Participants will be screened prior to inclusion in focus groups (Attachments E and E1).

Data Collection Timeline: Phase 2

We will re-contact 54 respondents from Phase 1. Forty-five (45) are from the provider groups or sponsoring organizations and nine (9) are from State and tribal agencies. The telephone focus groups will take approximately one month to implement and will be distributed across the key audiences as outlined in the table that follows.

Description of Telephone Focus Groups

| | Provider Groups | | Sponsoring Organizations | State & Tribal Agency Staff |
|---|--------------------|-----------------------|--------------------------|-----------------------------|
| | Child Care Centers | Family Day Care Homes | | |
| Number of groups | 2 | 2 | 1 | 1 |
| Number of participants per group | 9 | 9 | 9 | 9 |
| Total Respondents | 18 | 18 | 9 | 9 |

We will develop Discussion Guides (Attachment F) to moderate the focus groups, as appropriate, for review and approval by FNS. We will also develop a corresponding PowerPoint document for use with an online platform, such as WebEx, to help our professional moderator guide the group discussions. Each focus group will last 90 minutes and will be audio-recorded. Upon completion of the focus groups, the audio recordings will be transcribed in order to analyze results.

Data Analysis

Following completion of fieldwork in Phase 1 formative research, we will tabulate closed-ended question data, code and sort open-ended data, run cross-tabulations, and analyze the data.

Following the completion of telephone focus groups in Phase 2 formative research, we will take all audio recordings from focus group discussion and transcribe them for final analysis.

At the completion of data collection for Phase 1, we will prepare posted questionnaires for each target audience—that is, the questions with full responses. In addition, we will draft written summary reports indicating areas of technical assistance of highest importance, as well as preferred methods of delivery of technical assistance, among other key findings. We will also identify areas in which we need to do follow-up work to answer remaining questions.

Upon completion of all research from both Phase 1 and Phase 2 formative research, a final report, including key findings from the Phase 1 summary reports and relevant differences by firmographic and demographic groups, will be used to assess the nutrition, physical activity, and electronic media use landscape in child care settings.

Outcome

The data gathered in this research will help FNS understand the child care provider needs and information gaps relative to the three key technical assistance categories as part of the larger effort to overcome provider challenges and increase adoption of guidelines and recommendations, as required by the HHFKA. Results of the research will be used to guide the development of actual training materials for CACFP providers. FNS may also decide to publish research findings either electronically or in print.

8. Confidentiality:

System of Record USDA/FNS-8, FNS Studies and Reports, published in the Federal Register on 4/25/1991 at 56 FR 19078, covers personal information collected under this study and identifies safeguards for the information collected. Participants will be informed of privacy act provisions before the interview.

All information obtained through the surveys will be reported in aggregate. No individual respondent's information will be reported independently or with identifying information. Participants will be informed that their information will be kept secure and only used for research purposes unless otherwise required by law. All identifying information will be removed from analytic files and will be destroyed after the aggregated information is assembled.

9. Federal Costs:

The estimated cost to the government for conducting the upcoming surveys will be approximately \$511,392 for labor hours, materials and supplies, overhead, general and administrative costs, and fees.

10. Research Tools/Instruments:

- **Attachments A & A-SPANISH:** Pre-Notification (Letter or E-mail) to Provider Groups and Sponsoring Organizations
- **Attachment A1:** Pre-Notification (Letter or E-mail) to State and Tribal Agencies
- **Attachments B & B-SPANISH:** Reminder Notice (Letter or E-mail) to Providers Groups and Sponsoring Organizations
- **Attachment B1:** Reminder Notice (Letter or E-mail) to State and Tribal Agencies

- **Attachments C & C-SPANISH:** Master Questionnaire
- **Attachments D & D-SPANISH:** Interviewer FAQ
- **Attachment E:** Focus Group Master Screener for Provider Groups and Sponsoring Organizations
- **Attachment E1:** Focus Group Master Screener for State and Tribal Agencies
- **Attachment F:** Master Focus Group Guide
- **Attachments G & G-SPANISH:** Project Verification Letter
- **Attachments H and H-SPANISH:** Telephone Contact Script