

OMB BURDEN STATEMENT: 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 control number. The valid OMB control number for this information collection is 0584-0524. The time required to complete this information collection is estimated to average **10 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.

OMB Control No.: 0584-0524
Expiration Date: 6/30/2016

**USDA Food and Nutrition Service: WIC *Loving Support* Campaign
Attachment F**

Recruitment email invitation for in-depth interviews with WIC breastfeeding peer counselors

Dear _____,

My name is _____ with Hager Sharp, a social marketing firm working with the U.S. Department of Agriculture (USDA), Food and Nutrition Service (FNS) WIC program to update a campaign about breastfeeding.

We are seeking **WIC breastfeeding peer counselors with at least six months' experience on the job** who are willing to help with an important research project by participating in a phone interview. We would like to ask you some questions about your experiences as a WIC peer counselor. Specifically, we are interested in your perceptions of the WIC moms to whom you provide support, including their breastfeeding knowledge, motivations, and challenges.

The phone interview will take no more than one hour, and you are not required to participate. Everything you say will remain private and will not be share with anyone outside the researchers involved in this data collection, except as otherwise required by law. Finally, as a token of our appreciation, we will give you \$25.

If you have any questions, please contact me directly at (email) or (phone). The goal is to begin interviews as soon as possible. Thank you in advance for your help!

Best,
