

Attachment I – Initial Contact Email

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Subject: School-Based Research Opportunity

Dear [Insert Teacher's Name],

I am writing to inform you about an exciting research opportunity for your school. In collaboration with the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS), Michael Cohen Group (MCG), an educational research company, is gathering feedback from teachers and students on nutrition education materials.

We are interested in visiting your school and speaking with groups of teachers and students about health and gathering feedback about some educational concepts that have been developed. We are writing to request your participation in a focus group and to seek your help with recruiting teachers and students at your school.

We would be holding six focus groups at your school with teachers and students from 6th, 7th and 8th grade. The 45-minute focus group would take place in your school at a time that is convenient to the school and to the teachers. **Your school will be provided with a \$250 facility fee.**

FNS has been creating materials that will raise awareness of the importance of healthy food choices and physical activity among middle school children. The curriculum **will eventually be available to all teachers at no cost.** It is important for us to get teacher and student feedback about these materials so the final products are relevant, meaningful, and fun.

If you would be interested in learning more about how to participate in the research, or if you have any further questions, please feel free to contact us by email or phone. We look forward to hearing from you.

Sincerely,
[Insert Researcher's Name]
Michael Cohen Group, LLC
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