

OMB Control No: 0584-XXXX
Expiration date: XX/XX/XXXX

FFVP-CFD IMPLEMENTATION STUDY: MASTER INTERVIEW PROTOCOL¹

A. Overview of respondent and FFVP

[State CN Director; SFA Director; school food service manager; other school staff]

1. Confirm respondent's title/position
2. What is your role in the FFVP?
3. How long have you been involved in, the program?

B. Applying for CFD pilot

[State CN Director; SFA Director; school food service manager; other school staff]

1. What role did you play in the decision to apply for the CFD pilot?
2. What were your school's goals in applying for the pilot?
 - a. What specific barriers were you trying to address?

[Probe, if needed]

- i. Cost?
- ii. Storage limitations?
- iii. Availability of fresh produce?
- iv. Lack of staff/kitchen space for preparation?

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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-XXXX. The time required to complete this information collection is estimated to average 60 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.

C. Changes required to introduce CFD & early implementation

[SFA Director; school food service manager; community partner]

¹ Respondents to be asked a specific set of questions are noted in [] at the start of each section. These interviews will be conducted in spring 2015.

1. Did you inform teachers, students, and parents of the decision to introduce CFD?
 - a. How did you inform them?
 - b. Did you receive feedback about the decision?
 - c. What was the general feeling about the pilot?
2. To incorporate CFD, did you alter any purchasing arrangements in place for the FFVP?
 - a. Did you need to identify new vendors?
 - b. Did you cancel agreements with existing vendors?
 - c. Why were these changes necessary?
3. To incorporate CFD, did you alter any delivery or transportation arrangements?
 - a. What specific changes did you make?
 - b. Why did you make these changes?
 - c. Were you satisfied with the results?
4. Did the introduction of CFD have implications for any other community partner relationships?
5. Did you change the method of distribution of fruits and vegetables within the school when incorporating CFD?
 - a. What specific changes did you make?
[Probe, if needed]
 - i. Did the location of fruits and vegetables offerings within the school change?
 - b. Why did you make these changes?
6. Did you change your nutrition education because of the CFD pilot? How?

D. Incorporation of CFD

[SFA Director/school food service manager; teacher]

1. Could you describe a typical week in the pilot?
 - a. Is this pretty consistent, or does it change from week to week?
2. How did you decide on whether to serve fresh, canned, frozen, or dried fruits and vegetables?

[Probe, if needed]

- a. What types of CFD are offered?
 - i. [Probe, if needed] Mostly canned, mostly frozen, mostly dried, or a mix?
 - ii. Why did you choose this mix?
 - iii. Are there advantages or disadvantages to each type?

3. What is the timing of CFD offering?

- a. [Probe, if needed] Is it incorporated every week?
- b. Why do you use this timing for CFD?
- c. Is this a change from the program timing in the fall?

4. How has CFD changed the overall selection of fruits and vegetables offered since January 1, 2015?

- d. Has it increased or decreased the selection?

[Probe, if needed]

- i. Are there types of fruits and vegetables you offered prior to implementing the pilot that you no longer offer?
- ii. Has it changed the ratio of fruits to vegetables offered?
- iii. Why did you make these changes?

5. How has incorporating CFD affected the quality of fruits and vegetables offered?

- e. Can you provide specific examples?
- f. Do you feel the quality of CFD offerings is higher or lower than fresh fruits and vegetables?
 - i. Can you provide specific examples?

E. Student and parent reaction

[Food service manager; teacher; other school staff, community partner; parent]

1. How have students reacted to the changes made since January 1, 2015?
2. What have parents said about the pilot?
3. Is more or less FFVP food wasted under the CFD pilot compared with before?
 - a. Why do you think this is the case?
 - b. Are particular foods more or less likely to be wasted?

F. Overall reactions to the CFD pilot

[All respondents]

1. What are your overall feelings about the CFD pilot?
 - a. How have your perceptions compared with your initial expectations for the pilot?
2. What has worked well in the CFD pilot?
3. What has not worked well?
4. Has your school made changes to how CFD are incorporated since initiating the pilot on January 1, 2015?
 - a. What changes?
 - b. Why did you make these changes?
 - c. Did the changes improve the pilot?
5. If it were up to you, would you continue incorporating CFD fruits and vegetables?
 - a. Why?
6. Would you make any changes to how your school incorporates CFD fruits and vegetables?
7. Are there any other thoughts you would like to share about the pilot?