

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 1 minute per response including time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection.

TELEPHONE CONTACT SCRIPT

Good [morning/afternoon/evening]. Hello. My name is _____ from KRC Research, an independent survey research company. I am calling as a follow-up to a recent invitation you received to participate in an important voluntary survey sponsored by the U.S. Department of Agriculture's Food and Nutrition Service, Child Nutrition Division.

The USDA is the government agency responsible for administering the Child and Adult Care Food Program (CACFP). The survey is about nutrition, physical activity and electronic media use in child care settings for children age five and younger. The purpose is to gather information to help improve the program. We are conducting the survey among participating [child care centers, family day care homes, sponsoring organizations, and administering state agency staff]. The survey will take approximately 15-20 minutes to complete.

We would very much like to include your perspectives. Your insights are very important, and there are no wrong answers to any of the questions. We are not selling anything, won't ask for any contributions or donations, and your individual responses will be kept secure and only used for research purposes unless otherwise required by law. May I ask you a few questions to verify that you qualify to participate in the survey?

If you qualify, we can either conduct the survey now, or we can schedule a time that is best for you. Or, if you would prefer, I can give you the information you will need to complete this survey online.

[IF ONLINE PREFERRED]: You can go to www.INSERT to complete the survey online.