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

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

Recruitment email invitation for in-depth interviews with WIC state breastfeeding coordinators

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 state breastfeeding coordinators 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 state breastfeeding coordinator. Specifically, we are interested in your perceptions of the WIC moms enrolled in your state and the support they receive from local WIC staff and peer counselors.

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.

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,

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