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OMB Control No.: 0584-0524

Expiration Date: 6/30/2016

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

Recruitment email invitation for in-depth interviews with WIC local breastfeeding coordinators and staff

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 local breastfeeding coordinators and Competent Professional Authority (CPA)/nutritionist staff** who are willing to help with an important research project by participating in a phone interview. Specifically, we are looking for coordinators and staff that **provide breastfeeding promotion and support services** who have **at least six months' experience on the job**. We would like to ask you some questions about your experiences as a WIC local breastfeeding coordinator/staff member. Specifically, we are interested in your perceptions of the WIC moms enrolled through your local agency and the support they receive from you and your local 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,
