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

Recruitment email invitation for in-depth interviews with breastfeeding subject matter experts

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 **breastfeeding subject matter experts** who are willing to help with an important research project by participating in a phone interview. Specifically, we are looking for a subject matter expert from your organization that has had **experience working with the WIC population**. We would like to ask you some questions about your perspectives as a breastfeeding subject matter expert. Specifically, we are interested in your perceptions of WIC moms eligible to receive breastfeeding support, including their breastfeeding knowledge, motivations, challenges, and opportunities.

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,
