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

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

Recruitment email invitation for in-depth interviews with home-visiting nurses/midwives and community-based doulas

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 **home-visiting nurses/midwives and community-based doulas** who are willing to help with an important research project by participating in a phone interview. Specifically, we are looking for nurses/midwives/doulas that **regularly conduct home-visits** and have **at least six months' experience on the job working with the WIC population**. We would like to ask you some questions about your experiences as a home-visiting nurse/midwife or community-based doula. Specifically, we are interested in your perceptions of the WIC moms to whom you provide support, including their breastfeeding knowledge, motivations, and challenges.

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,
