

**Attachment A- Recruitment Communications for Child Care Directors:
Initial Recruitment E-mail, Follow-Up Email to Interested Sites, Initial
Recruitment Call, Follow up Call with Interested Site Directors, Follow Up
Call to Determine Interested Providers, Follow Up Interview Recruitment
Email, Follow Up Interview Recruitment Call Script**

OMB Burden Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the

Initial Recruitment E-mail

Dear [site director],

[Site name] is invited to try out new multicultural recipes, activities and a family cookbook to teach children about healthy eating through *Multicultural Nutrition Education for Child Care* project. These recipes can be used as part of a reimbursable meal under the Child and Adult Care Food Program (CACFP) and are available for free through the United States Department of Agriculture (USDA)/Food and Nutrition Service (FNS). **We are looking for child care sites in [County] to try out these new materials and share their feedback.**

What: Recipes and activities for children attending child care about different cultures, materials for family engagement events, and a family cookbook to share with parents. Feedback from CACFP-sponsored sites will be used to improve these materials.

Who: Two to three providers at your site will try out the recipes and activities with the children under their care and share their feedback to make them better. Five to eight parents from your site will participate in a focus group interview to share their opinions on the family cookbook.

When: [Month-Month] 2018

Why: Feedback will be used to improve these activities and materials to ensure that they are easy-to-use, fun, and relevant before they are made available to all child care providers for free.

Your site will receive \$250 to cover the costs of materials and ingredients needed to conduct the educational activities. In addition, each participating provider will receive a \$50 stipend.

If you would like to try these new, engaging activities, please discuss with your supervisor and staff and contact us directly by email or phone. We look forward to hearing from you.

Sincerely,

[Researcher's name]

OMB Burden Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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 2 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed,

Follow-Up Email to Interested Sites

Dear [director],

Thank you for your interest in participating in our research! The USDA Food and Nutrition Service (FNS) is developing multicultural materials for child care sites that include classroom activities, recipes that are reimbursable under the Child and Adult Care Food Program (CACFP), and a Family Cookbook. Applied Curiosity Research (ACR) is gathering feedback from child care providers, children, and parents from child care sites in [County] on these materials. Child care providers will be asked to conduct the activities in their classroom.

Feedback from child care providers and parents is important to understand how these materials can be improved so that they can be used for free in child cares across the country.

The materials will be tested over a period of at least six weeks beginning [date] and ending [date]. Providers will be asked to distribute family cookbooks and consent packets to all parents of attending children.

After implementation of the materials, providers will be invited to share their experience in a one-on-one interview with a member of the research team. In addition, we will conduct a focus group with parents to discuss the materials at your child care.

Your site will receive \$250 to cover the materials and ingredients needed to conduct the educational activities. In addition, each participating classroom will receive a \$50 stipend and parents will receive \$50 for participating in the focus group.

If you have any questions or concerns, please feel free to contact us by e-mail or phone. If you'd like to learn more about Applied Curiosity Research, please visit our website at <https://appliedcuriosityresearch.com>. We look forward to hearing from you!

Sincerely,

[Researcher's name]

OMB Burden Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed,

Initial Recruitment Phone Call

Hello. My name is [name] from Applied Curiosity Research and I'm hoping to speak to [director name] about an opportunity for your child care to participate in a USDA/FNS project.

Hi [director name] my name is [name] from Applied Curiosity Research. We are working with the USDA/FNS to create free multicultural nutrition education materials for child care sites and families.

We're looking for child care sites in [County] to try out the materials, which will include recipes that are reimbursable under the Child and Adult Care Food Program, CACFP, classroom activities, and Family Cookbooks to go home with parents. We'll be collecting feedback from child care providers, children, and parents to determine how these materials can be improved before they are available to sites across the country.

We're asking that child care providers try out 8 recipes and activities with the children under their care. We will be conducting surveys with children before and after the activities are completed, and we will also hold an interview with the child care providers and a focus group with parents.

All research will take place at your site at a date and time that is convenient to you and the participants. Your site will receive \$250 to cover the cost of materials needed to complete the activities and each participating classroom will receive a \$50 stipend. Parents will receive \$50 for participating in the focus group.

Is this something you'd be interested in?

[If no]. Okay, thank you for your time. Good bye.

[If yes]. Great. If you'd like, I can send you an email containing information about the pilot opportunity so that you can review it. What is your email address?

I will send this information right over to you. Once you've had a chance to look through it, please feel free to reach out with questions or to let me know if you're interested. In the meantime, do you have any questions?

Thank you so much for your time. I look forward to speaking with you again soon. Good bye!

OMB Control # 0584-0524
Expiration Date: 9/30/2019

OMB Burden Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed,

Follow Up Call with Interested Site Directors

Hi [director name]. Thank you so much for taking the time to talk to me. Before we take the next steps for your site to host our research, I'd like to collect some more information from you and answer any questions you have.

First off, just a few questions about your site:

- How many classrooms does your site currently serve? About how many children per classroom?
- Do you serve any children ages 6-12?
- How many providers work at your site?
- Do you have a quiet space that can hold about 10 adults for the focus groups?

Thank you so much for answering my questions. Do you have any questions for me at this time?

Great. The next step would be to see if any of the providers at your site would be interested in trying out the materials. I will send you an information sheet to share with them so that they can decide if they're interested. We cannot work with your site without the consent of at least one child care provider.

Once we have interest from the providers, we schedule the child surveys and send you the parent consent forms, family cookbooks, and the nutrition education guide via USPS. I will send you the information for the providers as soon as we're off this call.

I'll follow up in a few days to see if any of your providers are interested. In the meantime, please do not hesitate to call or email me with any questions or concerns.

Thanks so much. Good bye!

OMB Burden Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed,

Follow Up Call to Determine Interested Providers

Hi [Director name], this is [name] from Applied Curiosity Research. We spoke a few days about the opportunity for your child care providers to try out the multicultural nutrition education materials.

Are there any providers at your site who are interested in participating?

[If no] Okay, no problem. I appreciate your time.

[If yes]. Great. We can move forward with scheduling our visit and sending you the materials. I just have a few questions.

- How many providers are interested in using the materials?
- What is the mailing address to which I can send you the parent consent forms, family cookbooks, and nutrition education guide?
- When is a good time for us to visit for the child pre-test survey?
[Provide date options]

Thank you for answering my questions. We will mail you the materials and plan on visiting on [date determined]. Please let me know if you have any questions in the meantime.

OMB Burden Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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 the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Follow Up Interview Recruitment Email

Dear [Provider/Director],

Thank you for completing our survey about the multicultural nutrition education materials and recipes! We'd like to ask you a few follow up questions to get your feedback on one of the recipes. Are you available to participate in a 15-minute phone interview?

If so, please provide date and time when we can reach you and a phone number to contact.

If you have any questions, please do not hesitate to reach out to me.

Sincerely,
[name and contact info]

OMB Burden Statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not 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 the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Follow Up Interview Recruitment Call Script

Hi, [Director/Provider name], my name is [name] and I'm calling from Applied Curiosity Research. We recently received your responses to our survey for the multicultural nutrition education materials and recipes.

We'd like to conduct a brief, 15-minute follow up interview with you to get your feedback on one of the recipes included in the nutrition education guide.

Are you available to participate in the interview?

[If no] No problem. Have a great day.

[If yes] Great. What is the best day and time for us to call you for the interview?

Thanks so much. We look forward to talking with you on [date and time]. Good-bye.