

Appendix C6a.
SFA Director
In-Depth Interview Invitation
Phone Script

C6a. SFA Director Phone Script

I. INITIAL CONTACT

INTRODUCTION-1

Hello, my name is [NAME]. I'm calling from [2M RESEARCH SERVICES OR ABT ASSOCIATES] on behalf of the U.S. Department of Agriculture Food and Nutrition Service. May I speak with [SFA DIRECTOR NAME]?

[IF SPEAKING TO THE RESPONDENT, GO TO "B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE"]

[IF SPEAKING TO A SECRETARY/RECEPTIONIST, SAY:] Is there a direct line to reach him/her?

[IF YES, RECORD NUMBER IN SPACE BELOW. ENTER THIS NUMBER IN THE MESSAGE FIELD AT THE END OF THE CALL.]

RESPONDENT'S DIRECT PHONE NUMBER: _____

Is he/she available?

YES [GO TO "B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE"]

NO [GO TO "A. SCRIPT FOR WHEN RESPONDENT NOT AVAILABLE"]

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The valid OMB control number for this information collection is XXXX-XXXX. It will take you, on average, 4 minutes to listen to this phone script.

A. SCRIPT FOR WHEN RESPONDENT NOT AVAILABLE

Would you please leave a message for [RECOMMENDED NAME] mentioning that I called? Is there a good time to call back?

CALLBACK DATE/TIME: _____

B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE:

INTRODUCTION-2 [IF TRANSFERRED]

Hello, my name is [NAME] and I’m calling from [2M RESEARCH SERVICES OR ABT ASSOCIATES]. [GO TO “INTRODUCTION-3”]

INTRODUCTION-3 [IF SPEAKING TO RESPONDENT ON INITIAL CONTACT]

[SKIP IF SCHEDULING IN-DEPTH INTERVIEW DURING BRIEF SITE VISIT SELECTION INTERVIEW: I am calling regarding the study you recently helped us with called “Successful Approaches to Reduce Sodium in School Meals.” We are conducting this study for the U.S. Department of Agriculture Food and Nutrition Service.]

Your responses during our brief telephone interview indicate that your SFA is a good candidate to include in the study. The next step in the study is for us to conduct an in-depth interview with you. We will also interview the school employee, a food supplier, and a community stakeholder that you recommended.

FOR TELEPHONE INTERVIEWS:

I would like to invite you to participate in an in-depth telephone interview with our research team between XX/XX/XXXX and XX/XX/XXXX. Your interview will last approximately 1 hour. Is there a time that we can schedule that interview?

FOR IN-PERSON INTERVIEWS:

Our research team would like to meet with you in person sometime between XX/XX/XXXX and XX/XX/XXXX to learn more about your efforts, and to see how your SFA has implemented the sodium standards. We would like to meet with the other people you recommended on that same day, if possible. We will travel to various sites within your SFA to interview each of the identified individuals independently. Your interview will last approximately an hour and a half. Is there a date and time that we can schedule that interview?

[IF NO:] Are there questions or concerns that I can address? What is the main reason you are unable to participate? **[PROBE FOR: REASONS WHY]** Do you know of someone who has a similar level of involvement with the school or school district’s effort to reduce sodium whom we should invite to participate in this study instead? **[GO TO “REMINDER AND THANK YOU”]**

Type of Contact	Contact Name	Contact Info [if available]

[IF YES:] Great, thank you. Would you like to schedule the interview now? Again, we will need approximately 1 hour to complete the interview.

[IF NO:] Okay, I will contact you again in a couple days to schedule the interview. **[GO TO “VERIFY CONTACT INFORMATION-1”]**

[IF YES:] SWITCH TO CALENDAR. What day and time works best for you? **SCHEDULE INTERVIEW [GO TO “VERIFY CONTACT INFORMATION-2”]**

VERIFY CONTACT INFORMATION-1

Is there a good time to call back?

CALLBACK DATE/TIME: _____

Should I try you at this phone number, or is there a better way to reach you?

RESPONDENT’S ALTERNATE CONTACT INFORMATION: _____

VERIFY CONTACT INFORMATION-2

We will send an email to confirm your interview and provide you with more information. The email address we have for you is **[EMAIL]**. Is that correct? **[UPDATE IF NECESSARY AND CONFIRM THE INFORMATION WILL BE SENT RIGHT AWAY]**

RESPOND TO QUESTIONS OR CONCERNS

Do you have any questions about the study? **[ANSWER QUESTIONS AND ENCOURAGE PARTICIPATION]**

[IF NO:] We look forward to talking with you again soon.

[IF YES: USE TRAINING MANUAL TO ANSWER QUESTIONS]

REMINDER AND THANK YOU

Thank you for your time. If you have any questions at all, please feel free to contact us at **1-866-465-7738** (toll free) or by email at SFASurveyHelp@2mresearch.com

II. SFA DIRECTOR TELEPHONE ANSWERING DEVICE

INTRODUCTION-4

Hello, I’m **[NAME]**. I’m calling from **[2M RESEARCH SERVICES OR ABT ASSOCIATES]** regarding a study you recently helped us with for the U.S. Department of Agriculture Food and Nutrition Service called “Successful Approaches to Reduce Sodium in School Meals.”

Your input on the study indicates that your SFA is a good candidate to include in the study. The next step in the study is for us to conduct an in-depth interview with you. We will also interview the school employee, food supplier, and community stakeholder that you recommended.

Please contact us at **1-866-465-7738** (toll free) or by email at SFASurveyHelp@2mresearch.com at your earliest convenience. Thank you.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of

information unless it displays a valid OMB number. The valid OMB control number for this information collection is XXXX-XXXX. It will take you, on average, 2.4 minutes to listen to this phone script.
