

Appendix C6b.
In-Depth Interview Invitation
Phone Script

C6b. School Administrators, Food Suppliers, and Community-Based Stakeholders Phone Script

I. INITIAL CONTACT

INTRODUCTION-1

Hello, my name is [NAME]. I'm calling from [2M RESEARCH SERVICES OR ABT ASSOCIATES] regarding a study we are conducting for the U.S. Department of Agriculture Food and Nutrition Service. May I speak with [RECOMMENDED 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. 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]

2M Research Services and Abt Associates are conducting a study for the U.S. Department of Agriculture Food and Nutrition Service called "Successful Approaches to Reduce Sodium in School Meals." I am calling because [SFA DIRECTOR] from [SFA SITE NAME] provided us with your contact information. We are interested in interviewing individuals who may be involved in or a supporter of the [SCHOOL/SCHOOL DISTRICT NAME]'s efforts to reduce sodium in school meals. Changes in Federal regulations updated nutritional requirements for school breakfasts and lunches, which led to changes in the amount of sodium (or salt) in foods served by a school. We understand that

[IF SCHOOL ADMINISTRATOR:] your school, [SCHOOL NAME], has been active in its efforts to reduce sodium in school meals.

[IF FOOD SUPPLIER:] you provide foods to [SCHOOL DISTRICT NAME], and have been involved in their efforts to reduce sodium in school meals.

[IF COMMUNITY-BASED STAKEHOLDER:] you have been involved in [SCHOOL NAME]'s efforts to reduce sodium in school meals.

I would like to invite you to participate in an in-depth [TELEPHONE OR IN-PERSON] interview with our research team between XX/XX/XXXX and XX/XX/XXXX. Your interview will last approximately [TELEPHONE: 1 hour OR IN-PERSON: an hour and a half]. Would you be interested in this opportunity?

[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, and whom we should invite to participate in this study? [GO TO "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 [TELEPHONE: 1 hour OR IN-PERSON: an hour and a half] 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 telephone 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 THAT THE EMAIL 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

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@2mresearchservices.com.

II. SCHOOL ADMINISTRATORS, FOOD SUPPLIERS, AND COMMUNITY-BASED STAKEHOLDERS TELEPHONE ANSWERING DEVICE SCRIPT

INTRODUCTION-4

Hello, I'm [NAME]. I'm calling from [2M RESEARCH SERVICES OR ABT ASSOCIATES] about a study we are conducting for the U.S. Department of Agriculture Food and Nutrition Service called "Successful Approaches to Reduce Sodium in School Meals." I am calling because [SFA DIRECTOR] from [SFA SITE NAME] provided us with your name as someone involved in or supporting the [SCHOOL DISTRICT NAME]'s efforts to reduce sodium in school meals. Please contact us at 1-866-465-7738 (toll free) or by email at SFASurveyHelp@2mresearchservices.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 telephone script.
