

Appendix B-1-5. Recruitment Letter to Parent

[On MSG Letterhead or via MSG email]

OMB Number: 0584-XXXX
Expiration Date: XX/XX/XXXX

[DATE]

Dear [Parent Name]:

The USDA Food and Nutrition Service (USDA/FNS) pays part of the cost of meals and snacks that your child receives at day care. FNS is conducting a study on the Child and Adult Care Food Program (CACFP) to gather more information about meals served and claimed by family day care home providers.

USDA has hired a research company, Manhattan Strategy Group (MSG), to help it conduct this study. Your day care provider, [Provider Name], was selected to participate in the feasibility study and has agreed to help us. Your provider has supplied us with your contact information so that we can invite you to participate in the study. **Your participation in this study will not affect your provider, your agreement with your provider, or meal services your child currently receives. Your participation in this study is voluntary.**

The goal of the study is to help FNS find out whether day care providers are claiming and receiving the correct amount of money for the meals they serve. We would like you, as a study participant, to take a few minutes each day to use a simple text messaging system or website to report your child's attendance at his/her day care.

The text messaging system functions like a sign-in/sign-out log you may already complete at your child's day care, and is free. We will handle all information we collect securely, never sharing your information or that of your child with anyone.

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-XXXX. The time required to complete this information collection is estimated to average 6 minutes 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.

During the study, you will need to report when you drop off or pick up your child every day for the month of March 2017. We will send you a user manual to show you how to use the system

Feasibility of Estimating Meal Claim Errors
for Family Day Care Homes in the Child and Adult Care Food Program (CACFP)

before the study starts. **You will receive a \$25 Visa gift card for your participation in the study.**

We have included a list of frequently asked questions (FAQs) with this letter. It should help answer questions you may have. We will also call you to confirm that you have received this letter and answer any questions you may have. If you have questions now, please email [assigned MSG point of contact] at [assigned study representative email] or call 1-800-912-9384 or send an email to cacfp@manhattanstrategy.com. Thank you for your participation.

Sincerely,

CACFP Meal Claims Feasibility Study
Frequently Asked Questions (FAQs)

WHAT IS THE STUDY ABOUT?

The U.S. Department of Agriculture (USDA)/Food and Nutrition Service (FNS) pays part of the cost for meals and snacks that your child receives at day care under the Child and Adult Care Food Program (CACFP). This study helps FNS make sure that day care providers are receiving the correct amount of payment for the meals they serve.

WHO IS MSG?

Manhattan Strategy Group (MSG) is a research company that the USDA has hired to conduct the research study. The study's approach has been approved by the USDA and the Office of Management and Budget.

DOES MY DAY CARE PROVIDER KNOW THIS IS GOING ON?

Yes. Your day care provider is participating in the study and reports meals and snacks served to children.

HOW DID YOU GET MY NAME?

We selected you from your provider's enrollment list, and used your provider's enrollment documentation to contact all of the parents in the day care for the study. The sampling procedures for the study require that all the parents in the day care be invited to participate in the study. We are contacting you only for this study and will not share your name, contact information, or any information about your child with anyone else.

WHY AM I BEING ASKED TO PARTICIPATE?

Your day care provider was selected to take part in the study along with all of the parents of children in your provider's day care home. Your participation will help make sure that providers receive the correct amount of payment for the meals they serve. **We greatly appreciate your cooperation and support and will give you a \$25 Visa gift card to thank you for your time.**

[Turn Over for More Answers to FAQs]

WHAT HAPPENS TO MY DAY CARE IF I PARTICIPATE?

Your participation in this study will not affect your provider, your agreement with your provider, or meal services your child currently receives. FNS will use the study findings to improve the program.

WHAT ARE YOU ASKING ME TO DO?

We are asking you to use a text messaging system and website for reporting your child's attendance, similar to the sign-in/sign-out log you may already use. You will report when you dropped off or picked up your child for the month of March 2017. The text messaging system is free.

WHAT KIND OF INFORMATION AM I BEING ASKED TO REPORT?

You will be texting only the drop-off and pick-up times, your child's first name, whether your child will be absent, and whether your child's day care is open on a daily basis. The text messaging system does not collect any other personally identifiable information.

HOW WILL MY INFORMATION BE PROTECTED?

Information you share via the text messaging system is securely stored in an encrypted format and cannot be accessed by any other source. It cannot be used to make any contact with you or your child. The system will not share your phone number with other sources.

WILL TRAINING BE PROVIDED SO THAT I CAN LEARN TO USE THIS TECHNOLOGY?

Yes. You will receive an easy-to-follow user guide on how to use the technology before the study starts.

Thank You for Your Support!