

**TELEPHONE SCRIPT FOR RECRUITMENT:
SCHOOL**

[PRIOR TO CALLING, VERIFY THE DATE THE LETTER WAS SENT AND HAVE THE LETTER AND SCHOOL'S FILE FOLDER READY TO DOCUMENT THE OUTCOME OF EACH CALL. ALSO HAVE THE DISTRICT FILE FOLDER CONTAINING NAME OF THE SUPERINTENDENT AND ANY NOTES FROM COMMUNICATIONS WITH THE DISTRICT OFFICE]

BEGIN SCRIPT

Hello. My name is _____ and I'm calling on behalf of the Presidential Youth Fitness Program, the U.S. Centers for Disease Control and Prevention, the Robert Wood Johnson Foundation and ICF International.

[SUPERINTENDENT'S NAME] was recently sent a letter via FEDEX from ICF International, describing the Presidential Youth Fitness Program Evaluation and gave permission for your school to participate. I am calling today to see if your office has received this letter. Do you have some time to talk with me right now? [IF NOT] When would you like me to call you back or would you prefer to make an appointment?

The letter was dated {INSERT DATE FROM LETTER}. The letter was from the Presidential Youth Fitness Program, signed by Jane Wargo, and there were several other materials enclosed as well, including information about how the evaluation will be conducted. Do you recall getting this letter?

You should have also received a {LETTER, MEMO, PHONE CALL} or talked with {DISTRICT SUPERINTENDENT NAME} regarding this evaluation, as well as receiving an envelope with materials about the PYFP evaluation and a document noting your superintendent's support for your school to participation.

Have you had a chance to review the packet of materials about the evaluation?

If yes - skip to *Approval for School Participation Section*

If not - continue to the section below

(PROVIDE EXPLANATION OF THE EVALUATION)

Let me just take a few minutes to briefly tell you about this evaluation. [IF CONTACT DOES NOT HAVE MATERIALS THAT WE SENT]: I'd be happy to email or fax you a copy of the information at the end of our conversation.

The purpose of the evaluation is to determine the impact of the Presidential Youth Fitness Program. The evaluation will focus on student, PE teacher and school-level outcomes and has been designed to focus on 11 schools implementing the Presidential Youth Program and 11 matched comparison schools. {SCHOOL NAME} has been select to participate in the Evaluation because you received {Round 2 or Round 3} funding from the Presidential Youth Fitness Program.

As a symbol of our appreciation for contributing time and support, we will provide each participating school with a monetary award. Schools that agree to participate in the surveys and fitness assessments will be eligible to receive \$300 plus all equipment used to conduct fitness assessments (\$425 value). In addition, we will share de-identified results from the fitness assessments and student surveys with each

school at the end of the evaluation. Schools participating in the additional accelerometry data collection and focus groups will be eligible to receive an additional \$200 thank you gift. To assist with data collection activities, we would ask you to suggest a staff member to serve as a school liaison for the evaluation. This individual will receive up to \$700 in appreciation for their time and effort - \$300 for all liaisons, \$300 helping to support accelerometry data collection and an additional \$100 for those who help to support focus groups. Non-monetary thank you gifts will be provided to students participating in accelerometry data collection. Non-monetary gifts will be equivalent to \$15 for the first week of accelerometry data collection and equivalent to \$35 for the second week of accelerometry data collection. Parents and teachers participating in focus groups outside of school hours will receive \$15 gift cards. For teachers participating in focus groups during school hours, no tokens of appreciation will be provided. Students participating in the focus groups will receive a non-monetary prize equivalent to \$15. The details related to data collection activities and thank you gift can be found in the PYFP Evaluation Overview and Acknowledgement Form sent with your letter.

We understand that school staff are very busy, so PE teacher focus groups will be scheduled at a time that is convenient for each person identified. We also will make PE teacher surveys available electronically so they can be completed either within or outside of the school day. For student fitness assessments and surveys, we will work with schools and PE teachers to ensure there is a minimal class time used for data collection.

(ADDITIONAL INFORMATION ON BURDEN AND PROCEDURES)

All 6th grade PE classes will be selected to participation in the evaluation. We will ask PE teachers to complete beginning of semester Fitness Assessments using the equipment provided by the evaluation team. Trained members the PYFP team will travel to the school to conduct end of semester fitness assessments so as not to increase the burden on the PE teacher. Members of the evaluation team will also be responsible for administering the student surveys and all focus groups and the ICF team will call on the school liaisons to assist as needed. The main role of the school liaisons will be to assist with recruitment such as distributing recruitment packets to students and collecting parent consent forms as well as coordinating accelerometry data collection.

Confidentiality will be maintained throughout the entire data collection process. No results will be reported by student or staff name, class, school, school district, city, or state. Participation in the evaluation activities are completely voluntary. However, it is very important that we achieve a high participation rate for the results to be valid.

[PYFP SCHOOLS - Wave 1]

Data collection will occur in January and February of 2017 and will require PE teachers to conduct and submit fitness assessment scores for 6th graders for a measure of cardiovascular endurance – called PACER – and body composition. In a subset of schools we will recruit 10 students per 6th grade PE class to participate in accelerometry data collection. Students will wear the accelerometers, a device similar to a fitbit, for a full week at the beginning of the semester and return.

At the end of the semester we will schedule focus groups with PE teachers, students and parents. This will likely occur in May or June, depending on the end of the school year. A team from ICF will conduct the focus groups and end of semester fitness assessments. Surveys with students, PE teachers and the lead administrator will also be conducted at the end of the semester and a brief cost worksheet will be sent for PE teachers and/or administrators to complete. In a subset of schools we will conduct follow-up accelerometry data collection.

[PYFP SCHOOLS -Wave 2]

Data collection will occur in August or September of 2017, depending upon the start of the school year, and will require PE teachers to conduct and submit fitness assessment scores for 6th graders for a measure of cardiovascular endurance – called PACER – and body composition. In a subset of schools we will recruit 10 students per 6th grade PE class to participate in accelerometry data collection. Students will wear the accelerometers, a device similar to a fitbit, for a full week at the beginning of the semester and return.

At the end of the semester we will schedule focus groups with PE teachers, students and parents. This will likely occur in November or December of 2017, depending the end of the school year. A team from ICF will conduct the focus groups and interviews and also will assist with end of semester fitness assessments. Surveys with PE teachers, students and the lead administrator will also be conducted at the end of the semester and a brief cost worksheet will be sent for PE teachers and/or administrators to complete. In a subset of schools we will conduct follow-up accelerometry data collection.

APPROVAL FOR SCHOOL PARTICIPATION

Do you have any questions that I can answer for you? Are there any issues you would like to discuss? If you have no further questions, can we count on your school's participation in the evaluation?

(IF SCHOOL REFUSES PARTICIPATION: RECORD ALL REASONS AND CIRCUMSTANCES CONCERNING REFUSAL.) Thank you very much for the time you've spent talking to me today. (END CONVERSATION ON POSITIVE NOTE ALLOWING FOR FUTURE CONTACT ON THIS ISSUE.)

(IF SCHOOL AGREES TO PARTICIPATE)

Thank you so much for your time today and thank you for giving permission for your school to participate in this important evaluation. Before we end our conversation today, I would like to ask for your recommendations for people who would be good candidates to serve the role of school liaison. Is there any one you would recommend for this role?

The school liaison will assist in distributing information about the Presidential Youth Fitness Program Evaluation, collecting permission forms, scheduling focus groups, distributing and collecting accelerometers, and distributing respondent thank you gifts. The liaisons will work with our evaluation team at ICF International and will be provided with a monetary award for their efforts.

Name: _____ Title: _____
Email: _____ Phone: _____

Name: _____ Title: _____
Email: _____ Phone: _____

Ending call

We will be sending some information to these individuals to gauge their willingness and interest and we will keep you informed about who will serve as the school liaison for this evaluation. Please feel free to call Isabela Lucas with questions at 404-592-2155.