

**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, CDC, 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 the 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.

[READ BELOW FOR NON-PYFP SCHOOLS]

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 Presidential Youth Fitness Program evaluation because it shares many of the school-level characteristics of a selected PYFP implementation school to one using a different PE curriculum.

As a symbol of our appreciation for contributing time and support, we will provide each participating

school with a monetary award. Schools that participate in the surveys and fitness assessments will be eligible to receive \$300 plus all equipment used to conduct fitness assessments (a \$425 value). Schools participating in accelerometry (a small device similar to a fitbit or pedometer that measures physical activity) data collection will receive an additional \$200 thank you gift. In addition, we will share de-identified results from the fitness assessments and student surveys with each school at the end of the evaluation. Your school will also be automatically entered to participate in the PYFP program if you and your PE teachers are interested. To assist with our data collection activities, we ask you to suggest a staff member to serve as a school liaison for the evaluation. This individual will receive up to \$600 in appreciation for their time and effort - \$300 for all liaisons and an additional \$300 for those who assist with accelerometry data collection. Non-monetary prizes will also be provided to students participating in accelerometry data collection. Prizes will be equivalent to \$15 for the first week of accelerometry data collection and \$35 for the second week of accelerometry data collection. The details related to data collection activities and thank you prizes are provided in the PYFP Evaluation Overview and Acknowledgement Form sent with your letter.

We understand that school staff are very busy, so the PE teacher focus groups will be scheduled at a time that is convenient for each person identified. We also will make PE teacher and school administrator surveys available electronically so they can be completed 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. Trained members the PYFP team will travel to the school to conduct beginning and end of semester fitness assessments so as not to increase the burden on the PE teacher or take away from class time. Members of the evaluation team will also be responsible for administering student surveys and 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.

[non-PYFP SCHOOLS - Wave 1]

Data collection will occur in January and February of 2017 and will involve members of the ICF evaluation team coming to your school to conduct fitness assessments in all 6th grade PE classes. 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 – May or June depending upon the end of the school year, a team from ICF will conduct end of semester fitness assessments and administer student surveys. PE teacher and schools administrator surveys will be sent out electronically at the end of the semester. In a subset of schools we will conduct follow-up accelerometry data collection.

[non-PYFP SCHOOLS -Wave 2]

Data collection will occur in August or September of 2017, depending on the start of the school year, and

will involve members of the ICF evaluation team coming to your school to conduct fitness assessments in all 6th grade PE classes. 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 – November or December depending on the start date of the school year, a team from ICF will conduct end of semester fitness assessments and administer student surveys. PE teacher and school administrator surveys will be sent out electronically at the end of the semester. 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: _____
Email: _____

Title: _____
Phone: _____

Name: _____
Email: _____

Title: _____
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.