

**TELEPHONE SCRIPT FOR RECRUITMENT:  
Non-PYFP SCHOOL LIAISON**

[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.

The school district superintendent [SUPERINTENDENT'S NAME] and the principal of [SCHOOL NAME], [PRINCIPAL NAME] have agreed to participate in the evaluation of the Presidential Youth Fitness Program. We recently sent you a letter informing you that [SUPERINTENDENT or PRINCIPAL NAME] nominated you to serve in the role of liaison between the [SCHOOL NAME] and the team from ICF International who will be leading the evaluation. I am calling today to see if you received this letter and have thought about serving as the liaison. 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?

My primary reason for calling now is to make sure that you received the letter, to answer any questions you may have, and to discuss whether you would like to be the school liaison for the PYFP evaluation.

Have you had a chance to review the letter the materials sent to you 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.

**[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 PE teacher, student and school-level outcomes and has been designed to focus on 11 schools implementing the Presidential Youth Fitness Program and 11 matched comparison schools. [SCHOOL NAME] has been selected to participate in the Presidential Youth Fitness Program evaluation because it shares many of the school-level characteristics of a selected implementation school and will allow us to compare outcomes among schools implementing the program and those using the traditional PE curriculum.

As mentioned in the letter sent to you:

**[If thank you gifts are allowed to be given to the liaison:** As a sign of appreciation for your efforts, the liaison who assists with activities related to PE teacher, student and administrator surveys as well as fitness assessments will receive a thank you gift of \$300 (approximately 15-20 hours). Liaisons assisting with accelerometry data collection activities will receive an additional \$300 (an additional 15-20 hours).]

**[If thank you gifts are not allowed to be given to the liaison:** As a sign of appreciation for your efforts,

the evaluation team will award \$300 to the school for your help with activities related to PE teacher, student and administrator surveys as well as fitness assessments. Liaisons assisting with accelerometry data collection activities will receive an additional \$300 for their schools (an additional 15-20 hours).]

### **Additional Information about Timing and Activities of Evaluation**

#### **[Non-PYFP SCHOOLS - Wave 1]**

Data collection will begin in January and February of 2017. We will ask liaisons to participate in two brief virtual trainings, one about the PYFP evaluation and the other basic recruitment strategies and best practices. For liaisons working in schools where accelerometry data collection is scheduled to occur, we will also ask liaisons to participate in an accelerometry data collection virtual training. These trainings will occur prior to the start of the Spring 2017 semester.

At the beginning of the semester, liaisons will assist the PYFP evaluation team with parent and student recruitment. This will include the following: providing PYFP evaluation overview to students during PE classes, distributing parent/student recruitment packets, collecting consent forms and send consent forms to the PYFP evaluation team. Liaisons will also help the ICF team in scheduling times to conduct beginning of semester fitness assessments.

At the end of the semester (May-June 2017), liaisons will assist with scheduling times for follow-up fitness assessments to be conducted by the PYFP evaluation team and will assist with administering student surveys.

For liaisons working in schools that have been selected for accelerometry, liaisons will distribute and collect accelerometers at the beginning and end of the semester and will also be responsible for distributing student thank you gifts for participating in accelerometry.

Liaisons will also participate in regular calls with the PYFP evaluation team – approximately once per week for the first 4 weeks of the semester and once per week during the last 4 weeks of the semester.

#### **[Non-PYFP SCHOOLS -Wave 2]**

Data collection will begin in August and September of 2017. We will ask liaisons to participate in two brief virtual trainings, one about the PYFP evaluation and the other basic recruitment strategies and best practices. For liaisons working in schools where accelerometry data collection is scheduled to occur, we will also ask liaisons to participate in an accelerometry data collection virtual training. These trainings will occur prior to the start of the Spring 2017 semester.

At the beginning of the semester, liaisons will assist the PYFP evaluation team with parent and student recruitment. This will include the following: providing PYFP evaluation overview to students during PE classes, distributing parent/student recruitment packets, collecting consent forms and send consent forms to the PYFP evaluation team. Liaisons will also help the ICF team in scheduling times to conduct beginning of semester fitness assessments.

At the end of the semester (November-December 2017), liaisons will assist with scheduling times for follow-up fitness assessments to be conducted by the PYFP evaluation team and will assist with administering student surveys.

For liaisons working in schools that have been selected for accelerometry, liaisons will distribute and

collect accelerometers at the beginning and end of the semester and will also be responsible for distributing student thank you gifts for participating in accelerometry.

Liaisons will also participate in regular calls with the PYFP evaluation team – approximately once per week for the first 4 weeks of the semester and once per week during the last 4 weeks of the semester.

**Interest in Serving as the School Liaison**

Do you feel that you have the experience necessary to carry out the activities of the school liaison?  
Are you confident that you will have the time available to carry out the liaison activities during the times we mentioned?

Does the role of liaison and the kinds of activities you would carry out sound interesting to you?

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, would you like to serve in the role as school liaison for this evaluation of the Presidential Youth Fitness Program?

**YES**, I agree to be the school liaison.

**NO**, I do NOT want to be the school liaison.

Thank you.

***Ending call***

[If yes] We will be sending you additional information on the timing and role of the school liaison. In the meantime, if you have any questions please feel free to call the study director, Dr. Isabela Lucas with questions at 404-592-2155.

[If no] We are sorry that you are not able to serve as the liaison for the PYFP evaluation. Thank you very much for considering it. If you have any questions about the evaluation, please feel free to call the study director, Dr. Isabela Lucas with questions at 404-592-2155.