

APPENDIX T5. HOUSEHOLD SURVEY RECRUITMENT CONTACT GUIDE

OMB Number: 0584-0530
Expiration Date:
XX/XX/XXXX



A1. **INTRODUCTION WHEN CALLING TO MAKE AN APPOINTMENT:**

Hello, my name is INTERVIEWER'S FULL NAME and I am calling on behalf of the Food and Nutrition Services (FNS), which is part of the U.S. Department of Agriculture(USDA). I am calling about the National School Meals Study. May I speak with <<PARENT NAME FROM APPLICATION FORM>>?

ONCE RESPONDENT IS ON THE PHONE:

We recently sent (you/PARENT FROM MEAL APPLICATION) a letter and brochure describing the National School Meals study. As these materials mentioned, we need your help with a study about the school lunch and breakfast programs. We are contacting you to participate in a survey. You will receive up to \$50 as a thank you for participating in this study.

I am calling to answer any questions you may have and hopefully schedule an appointment.

Do you have any questions about the study or your participation in the study?

INTERVIEWER: REFER TO THE FAQs (SEE A5) AND ANSWER ANY QUESTIONS/CONCERNS.

IF NO MORE QUESTIONS ASK: When would be a convenient time for me to come to your home for an interview?

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 0584-0530. The time required to complete this information collection is estimated to average 10 minutes per response, including the time to review instructions, search existing data sources, gather and

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INTERVIEWER: ATTEMPT APPOINTMENT.

IF APPOINTMENT MADE—RECORD ON APPOINTMENT BOOK, POLITELY THANK RESPONDENT, TERMINATE CALL, ENTER APPOINTMENT INFORMATION ON AN EROC

WANTS TO KNOW MORE ABOUT THE STUDY(GO TO A2)

DID NOT GET LETTER—VERIFY ADDRESS AND OFFER TO BRING OR SEND LETTER. ENTER NEW CONTACT INFORMATION ON AN EROC

HOW DID YOU GET MY NAME OR NUMBER(GO TO A3)

TARGET CHILD DECEASED.....(GO TO A4)

PARENT FROM APPLICATION FORM DECEASED.....(GO TO A4)

NOT INTERESTED—ATTEMPT REFUSAL AVOIDANCE OR CONVERSION. RECORD RESULT ON EROC

- A2. The U.S. Department of Agriculture is interested in learning about parents' participation in the school breakfast and lunch programs. In order to do this, we have selected a random sample of households who participate in, or applied for, school meal benefits. We would like to talk to the parents of those students to find out about their experiences with the meal program, their children's participation, and your application experience. Learning about your experience is very important in helping us improve these programs.

The interview usually takes about 45 minutes. As a token of our appreciation, we will provide you with \$30 for completing the survey and an additional \$20 if you provide income documentation. When would be a good time to schedule the interview in your home?

IF APPOINTMENT MADE—RECORD ON APPOINTMENT BOOK AND CREATE AN EROC.

NOT INTERESTED—ATTEMPT REFUSAL AVOIDANCE OR CONVERSION. RECORD ON CONTACT SHEET RESULT ON EROC

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A3. We got your name from lists of parents who submitted an application for meal benefits for this school year. We randomly selected your household, and would like to interview parents about their experiences with the meal program. The interview usually takes about 45 minutes. As a token of our appreciation, we will provide you with \$30 for completing the survey and an additional \$20 if you provide income documentation. When would be a good time to schedule the interview at your home?

IF APPOINTMENT MADE—RECORD
ON APPOINTMENT BOOK AND CREATE AN
EROC.

NOT INTERESTED—ATTEMPT REFUSAL
AVOIDANCE OR CONVERSION RECORD
ON EROC

IF TARGET STUDENT OR PARENT IS DECEASED.

A4. I am very sorry for your loss. I will record this in our records. Thank you for your time.

A5. **INFORMATION SCREEN FOR NATIONAL SCHOOL MEALS STUDY**

WHAT IS THE PURPOSE OF THE STUDY?

The United States Department of Agriculture Food and Nutrition Service (USDA/FNS) is sponsoring this study to learn about students and their households who participate in the school meal programs. The FNS wants to know more about how school meals are served and how schools determine household eligibility and report meal claims to FNS.

MY CHILD DOES NOT EAT SCHOOL MEALS

Even if your child doesn't eat school breakfast or lunch every day, we would like information on why they do not participate. This will help us understand how the school breakfast and lunch programs are working in your school district.

HOW DID YOU GET MY NAME? WHY SHOULD I PARTICIPATE?

Your household was chosen randomly from a list of households that applied for benefits in the school meal program. The survey is designed to represent all households who applied for school meal benefits in your school district.

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You were selected to represent many households similar to you. The information you provide will help provide an accurate picture of households' experiences with the school meal program.

AM I REQUIRED TO PARTICIPATE?

No, it is your choice if you want to participate or not. You can also skip any questions you do not want to answer. However, your opinions and experience matter, and are important to helping FNS improve these programs. As a token of our appreciation, we will provide you with \$30 for completing the survey and an additional \$20 if you provide income documentation when the interview has been completed.

I DO NOT HAVE THE TIME FOR THE SURVEY

I understand how valuable your time is. This survey will only take about 45 minutes; we can work around your schedule and try to do the interview at a time that is convenient for you.

I AM NOT SATISFIED WITH THE SCHOOL MEAL PROGRAM

That is a good reason to do the survey. Your comments will be especially important because the U.S. Department of Agriculture's Food and Nutrition Service is interested in the different perspectives of people who use or have used the school meal program in the past.

IS THE SURVEY PRIVATE?

We are very serious about protecting your privacy to the full extent allowed by the law. The study is also reviewed and approved by an Institutional Review Board that is focused on protecting your rights and privacy as a study participant.

All interviewers are required to sign a confidentiality agreement. This means interviewers are prohibited from sharing or talking about your personal information to anyone other than authorized research staff.

Your answers will be combined with those of other participants nationwide. The study results and reports will be summarized in such a way that no individual family or child can ever be identified.

HOW LONG WILL THE SURVEY TAKE?

The length of the interview is different for different people, but it usually takes about 45 minutes.

WHY CAN'T YOU DO THE INTERVIEW BY TELEPHONE OR WHY DO YOU HAVE TO COME TO MY HOME?

Some of the survey questions may require you to review information, which would take too much time over the telephone. The interviewer will also need to look at some documents as part of the survey.

WHAT IS THE INTERVIEW ABOUT?

The interview has questions about participation in the school breakfast and school lunch programs, perceptions of school meals, and information related to your application for meal benefits including your household size and income. Remember, all information is completely private. The information you provide will not affect the meal reimbursements your school receives or your child's eligibility to receive school meal benefits.

WHY ARE YOU ASKING ABOUT INCOME?

Income information helps FNS know more about families who qualify for meal benefits. The information you provide will be private and will be used for policy and planning purposes only.

WHO WILL COME TO MY HOME?

An interviewer who works for Westat will come to your home on the date and time you agreed to. The interviewer will have an identification badge to confirm that she or he works for Westat.

WHEN WILL I RECEIVE MY PAYMENT?

At the end of the interview you will receive your payment in a Visa gift card.