

Hello and thank you for taking my call. My name is Mike Scicchitano and I am the Director of the University of Florida's Survey Research Center. [Company name] recently received emails from the USDA Food and Nutrition Service and myself. I hope you received them and had a chance to review. We are conducting a survey of large retailers that participate in the Supplemental Nutrition Assistance Program (SNAP, formerly food stamps).

Identification of Correct Contact

IF CONTACT UNKNOWN: I am calling to speak with you today because you are listed as the [COMPANY NAME] contact for the Department of Agriculture's Supplemental Nutrition Assistance Program (SNAP), formerly food stamps. Have I reached the right person?

IF NO: Who would that be?

Name:	
Phone number:	

"Thank you. We'll contact [NAME] about the matter. We appreciate your time."

IF YES: Continue

This is not a sales call and your answers will be kept private. You may stop the discussion at any time. For most people, the discussion takes about 15 minutes to complete.

I am calling today because the Department of Agriculture's Food and Nutrition Service has hired Economic Systems and the University of Florida's survey research center to study the 35 largest retail chains that redeem SNAP benefits. The UF is involved in this research because we are the only major US University working directly with companies in using research to limit loss and theft. USDA is interested in learning how large companies reduce fraud and theft, and whether any of the methods that your company uses could have broader application so that SNAP fraud could be reduced. USDA is also interested in learning about the state of the art in private sector loss prevention, so they can compare their own methods with those that are used by the largest SNAP retailers. Your company was selected because you are one of 35 largest SNAP retailers. This group of 35 accounts for almost half of all SNAP redemptions nationwide.

Read the following summary of the Paperwork Reduction Act of 1995 as it applies to this study

Public reporting burden for this collection of information is 0584-NEW is estimated to average 90 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. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Services, Office of Policy Support, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302

UF, USDA and your company share a common commitment to reducing fraud and theft. For companies, it reduces profits. For USDA and for all of us, It wastes the taxpayers' money. We very much would appreciate your cooperation in this study. Can we count on [Name of company] to participate?

IF YES: Let's talk about the survey processes.

IF NO: Why don't you want to participate? What are your concerns? Address each issue with a counter-argument. Use FAQs to address concerns.

Company Survey Process

We plan to conduct an Internet survey with [COMPANY NAME], as well as with a sample of your stores. The company survey asks about the systems and methods that your company uses to reduce fraud and theft, and their applicability to SNAP. The systems covered include organizational structure, loss prevention, staff training, company policies, point of sale (POS) and other systems, analytics, training, surveillance and investigation. We have found that some company representatives have involved other departments to address some of the topics. These other departments include: [Exclude department that is respondent's department]

- the loss prevention department to discuss organizational structure, practices and systems
- the chief statistician in the loss prevention department to address analytics
- The human resource department to address SNAP training for staff
- The computer systems and/or store operations and/or finance departments to address the point of sale system cash management system and inventory control system

As the company contact, you can either respond to the survey questions pertaining to your department and either coordinate and gather the information from the appropriate departments in your company to answer the remaining questions, or you may identify and authorize other knowledgeable individuals in the company to complete the appropriate portions of the survey. Which is your preference?

IF Would like to gather info:

OK, I can email you a link where you can access the survey or I can email you a copy of the survey to review. Our office can get back to you at your convenience to obtain your company's responses to the survey. Can we set a day/time? OK, I will send you a confirmation email. (If needs more time, accommodate.)

IF Would like to have other departments respond:

Can you provide the names, email addresses and phone numbers for the individuals who can address the survey topics, so that we can contact them directly? If you need time to determine who the appropriate individuals might be, you may email the contact information to: mscicc@ufl.edu. [Follow steps outlined above for each relevant department].

IF Not Sure:

If you would like, I can email a copy of the survey so that you can review the survey to help in your determination and for you to keep for your records. There is additional information provided with the survey that will help you determine how to respond. What is your email address? I will email it to you today. We would appreciate it if you could complete the survey within one week.

Store Manager Survey Process

As part of the research process, we'll also be conducting online surveys with a random sample of your stores. Similar to the corporate-level survey, store-level surveys focus on fraud and theft violations; SNAP violations; surveillance, investigation, and law enforcement; SNAP and LP training; technology and POS systems; and analytics.

- Will you be able to authorize participation in the store-level surveys for a sample of your individual stores?

IF YES:

We'll email the sample of stores that we've selected to participate to you, so that you may contact them and provide approval. (Obtain email address if not provided in corporate discussion.)

Where should this sample be sent?

Name:	
Email:	
Phone:	

"Thank you. We'll contact [NAME] about the matter. We appreciate your time."

IF NO:

Why is that?

[INT: Attempt to answer questions and provide proper explanations and assurances by referring to the frequently asked questions in the survey introduction. Repeat above as needed.]

IF DIFFERENT CONTACT STIPULATED:

Who should we speak with about this sample of stores?

Name:	
Email:	
Phone:	

"Thank you. We'll contact [NAME] about the matter. We appreciate your time."

Thank you. An announcement letter from FNS will be sent to each store manager one week prior to data collection. An internet survey announcement and instructions will be sent by our team through

the University of Florida's Florida Survey Research Center to instruct respondents on how to access the survey.

Thank you for taking the time to talk with me today. We appreciate your time and cooperation.