

F5. SFA DIRECTOR SURVEY REMINDER CALL SCRIPT
(GROUPS 1, 2, & 3)

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SFA DIRECTOR SURVEY REMINDER CALL SCRIPT

Hello, my name is [INTERVIEWER NAME]. I am calling on behalf of the School Nutrition and Meal Cost Study-II for the U.S. Department of Agriculture. May I please speak with [SFA Director NAME]?

IF SFA DIRECTOR IS NOT AVAILABLE:

Is there a better time to call to reach [SFA Director NAME]?

[LOG DATE/TIME FOR CALL BACK IN SHARE POINT]

IF VOICEMAIL BOX NAME MATCHES CONTACT NAME, LEAVE VOICEMAIL:

Hello, this message is for [SFA Director NAME]. My name is [INTERVIEWER NAME]. I am calling on behalf of the School Nutrition and Meal Cost Study-II for the U.S. Department of Agriculture. As part of this study, the USDA is conducting a survey of School Food Authority Directors to learn how school meal programs operate at the local level. You should have received an email with a link to this survey. The survey will be closing next week and we really want to include your district in the study. Please go online today to complete the survey. . If you have any questions or need your login information, please call our toll-free line at [PHONE NUMBER]. We greatly appreciate your participation.

IF SFA DIRECTOR IS AVAILABLE:

Hi, my name is [INTERVIEWER NAME]. I'm calling on behalf of the School Nutrition and Meal Cost Study-II for the U.S. Department of Agriculture. As part of this study, the USDA is conducting a survey of School Food Authority Directors to learn how school meal programs operate at the local level. You should have received an email with a link to this survey. I'm calling to remind you to complete the survey online and to see if you have any questions about logging in or with completing the survey. The survey will be closing next week, so it's important we hear from you soon so that we can include your district in our study.

IF SFA DIRECTOR DOES NOT RECALL EMAIL:

If this is a good time, I can share some information regarding the study. The School Nutrition and Meal Cost Study-II will help the USDA learn about school meal programs and students who use these programs. The study will look at how schools follow updated nutrition guidelines and whether school meals meet students' nutritional needs. Your response provides critical information about the school food environment that will be used by policymakers to assist schools in offering healthy meals to students.

IF SFA DIRECTOR MISPLACED EMAIL:

I would be happy to email you a link to the web survey. First, let me confirm your email address: [FILL EMAIL ADDRESS].

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-XXXX. The time required to complete this information collection is estimated to average 5 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. 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 Service, Office of Policy Support, 3101 Park Center Drive, Room 1014, Alexandria, VA 22302, ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

learn how school meal programs operate at the local level. Participation by selected schools is required under section 28 of the Richard B. Russell National School Lunch Act. Your responses are not connected to any personal identifying information and cannot be connected to you. No one in your school district will have access to data that you share with us. The survey which can be taken online, should take approximately 40 minutes to complete.

IF R IS SKEPTICAL:

This is an important study sponsored by the U.S. Department of Agriculture. You can learn more about the results of the first School Nutrition and Meal Cost Study at [FILL URL] on the USDA website. Your participation is vital to informing future policies for school meals to ensure the meals contribute to a healthy future for all children. Do you have any questions about the study?

AGREES TO PARTICIPATE:

Great, thank you very much for agreeing to take part in this important study. Do you need the survey link or your username or password information? Please feel free to call our toll-free helpline with any questions or to get help with the survey ([PHONE NUMBER]).

FAQs

Survey URL: <https://www.schoolnutritionstudy.org/SFADirector>

What is the purpose of the study?

This important study will (1) describe the food and nutritional quality of school meals and afterschool snacks, (2) update information on the school food environment and food service policies and practices, (3) estimate the cost to produce school meals and snacks, and (4) collect information about student participation, satisfaction, and dietary intake. Having updated information about the school meals programs will help States, SFAs, and schools better serve students.

Who can complete the survey?

While the survey is intended for the School Food Authority, or SFA Director, it can be completed by any staff member who is very familiar with the food service characteristics of the schools within your School Food Authority and the SFA Director's role within the SFA.

When is the survey due?

The survey is closing next week, so we need your completed survey as soon as possible.

Can I have a hard copy?

Because not all questions may apply to your SFA, it is better to fill the survey out on-line.

I am not [NAME]. You have the wrong person.

Collect their name, title and district affiliations.

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