

ATTACHMENT 4

**RECRUITMENT LETTER TO  
EARLY CARE AND EDUCATION DIRECTORS**

Dear Childcare Center Director:

The *Childcare Survey of Activity and Wellness (C-SAW)*, sponsored by the U.S. Centers for Disease Control and Prevention (CDC), is a pilot study about childcare centers' early childhood wellness practices and policies. Your answers, combined with others in your state, can help childcare organizations better understand the resources that centers need to help children be healthy and develop to their full potential. Westat, a research firm, is conducting the survey.

C-SAW is being piloted in four states. <STATE ORGANIZATIONS> are endorsing the survey and encourage you to participate. While voluntary, your participation is key to the success of this important study!

The survey should be completed by the person responsible for overseeing the childcare program at this location (e.g., center director or administrator). Please answer the questions only as they apply to children ages 0 – 5, but not yet in kindergarten. The survey takes an average of 30 minutes to complete.

**When completing the survey, you will need: (1) the menu from the previous week for food served to children ages 0-5; and (2) your center's written guidelines, rules and policies.**

Westat will not reveal the identities of participating centers to CDC or any other agency. Information you provide will be kept private to the extent permitted by law. Your input can help improve the resources and supports for childcare centers in [STATE].

**As a “thank you” for completing the survey, we will send you <INCENTIVE>.**

Please complete this survey by <DEADLINE> by going to the website and entering your access code to begin.

**Website:** [http://\\_\\_\\_\\_\\_](http://_____)

**Access code:** (PIN #)

If you have any questions, need assistance, or would prefer to complete a paper questionnaire, please contact us at 1-800-123-4567 or via email at \_\_\_\_\_. Thank you for taking part in this important survey!

Sincerely,

Ruth Petersen, MD, MPH  
Director  
Division of Nutrition, Physical Activity, and Obesity  
National Center for Chronic Disease Prevention and Health  
Promotion  
Centers for Disease Control and Prevention

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