

Appendix B
Beneficiaries Telephone Screener Instructions
Communications Focus Groups for Remaking the Safety Net

Paperwork Reduction Act of 1995 (Pub. L. 104-13) STATEMENT OF PUBLIC BURDEN: Through this information collection, ACF is gathering information to provide constituent research designed to understand target audiences with experience with economic and social safety net programming. The focus group and research will help identify experiences and perception of participants, and identify ways for the Office of Family Assistance (OFA) to produce communications messaging about safety net programming in a clear and resonant manner. The focus group will assist the program office in; (1) gathering feedback on safety net programming, (2) creating resonant communications messages, and (3) identifying trustworthy and relevant channels for communication with program service providers and beneficiaries. Public reporting for this collection of information is estimated to average 25 minutes per respondent, including time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. This collection of information is not required to retain a benefit. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information subject to the requirements of the Paperwork Reduction Act of 1995, unless it displays a currently valid OMB control number. The OMB # for this collection is 0970-0531 and the expiration date is 7/31/2022. If you have any comments on this collection of information, please contact Lizeth Hester, Program Specialist, Training and Technical Assistance - Office of Family Assistance, Lizeth.Hester@acf.hhs.gov (202) 205-8283.

INSTRUCTION: IF CONTACTED BY TELEPHONE - PLEASE READ INTRODUCTION TEXT AS WRITTEN TO INITIAL CONTACT

Hello, my name is _____ and I am calling from _____, an independent marketing research firm. We are conducting a brief market research study about social service programs. May I speak with someone in the household who might be interested in participating in this research?

INSTRUCTION: IF CONTACT REFUSES AT ANY POINT, ASK IF ANOTHER HOUSEHOLD MEMBER MIGHT CONSIDER. DO NOT RECRUIT MORE THAN ONE PARTICIPANT PER HOUSEHOLD. IF INITIAL CONTACT HEDGES PLEASE READ THE FOLLOWING

Please be assured this is not a sales call and we are not trying to sell anything. We are just conducting a brief survey.

INSTRUCTION: PLEASE RECORD ONE RESPONSE

| | | |
|---------------------------------------|----------|---|
| Yes, I will connect you | 1 | RECORD & CONTINUE |
| Not available, can I take a message? | 2 | LEAVE A MESSAGE |
| No one like that in this house/locale | 3 | ASK FOR A REFERRAL AS OUTLINED BELOW, THEN THANK & TERMINATE |
| Do not Know / No / Refused | 4 | THANK & TERMINATE |

INSTRUCTION: IF REFERRED TO SOMEONE ELSE IN THE HOUSEHOLD — PLEASE RECORD AND CALL. DO NOT ACCEPT REFERRALS OF INDIVIDUALS WHO DO NOT LIVE IN THE HOUSEHOLD

Name: _____

Locale: _____

Telephone Number: _____

(including area code)

INSTRUCTION: ONCE CORRECT PERSON IS REACHED, PLEASE READ AS WRITTEN

Hello, my name is _____ and I am calling from _____, an independent marketing research firm. We are conducting a brief market research study about social service programs for the federal government. (I can assure you that your participation will in no way impact your eligibility for programs, services, etc.). May I speak with someone in the household who would be interested in participating in this research?

INSTRUCTION: RECORD ONLY ONE RESPONSE

| | | |
|-----|---|---|
| Yes | 1 | RECORD & CONTINUE |
| No | 2 | ASK FOR AN INTERNAL REFERRAL — RECORD REFERRAL NAME & TELEPHONE NUMBER ABOVE. THANK & TERMINATE |

- A. INSTRUCTION: RECORD RESPONSE AND EITHER CONTINUE OR THANK AND TERMINATE BASED ON RESPONSE
- B. INSTRUCTION: RECORD RESPONSE AND EITHER CONTINUE OR THANK AND TERMINATE BASED ON RESPONSE
- C. INSTRUCTION: RECORD RESPONSE AND EITHER CONTINUE OR THANK AND TERMINATE BASED ON RESPONSE
- D. INSTRUCTION: RECORD RESPONSE AND CONTINUE, HOLD FOR CONSIDERATION, OR THANK AND TERMINATE BASED ON RESPONSE; ALLOW ONE RESPONSE
- E. INSTRUCTION: MARK ALL THAT APPLY AND EITHER CONTINUE OR THANK AND TERMINATE BASED ON RESPONSE
- F. INSTRUCTION: RECORD VERBATIM AND RECORD IN TABLE; CONTINUE OR THANK AND TERMINATE BASED ON RESPONSE
- G. INSTRUCTION: READ ANSWERS; ALLOW ONE RESPONSE; RECORD AND CONTINUE
- H. INSTRUCTION: ALLOW ONE RESPONSE; RECORD AND CONTINUE
- I. INSTRUCTION: ALLOW ONE RESPONSE; RECORD AND CONTINUE
- J. INSTRUCTION: ALLOW ONE RESPONSE; RECORD AND CONTINUE
- K. INSTRUCTION: RECORD RESPONSE; CHECK FOR ARTICULATION

INSTRUCTION: CHECK QUOTA

INVITATION

INSTRUCTION: CONFIRM INTEREST IN PARTICIPATION; INFORM OF INCENTIVE; CAPTURE CONTACT INFORMATION; PROVIDE CONTACT INFORMATION; SEND CONFIRMATION