



OMB Control No: 0584-0471
Expiration Date: XX/XX/20XX

**Appendix A9. Telephone Script to Collect USDA Foods Data**

**INITIAL CONTACT**

Hello. This is <NAME> calling from Westat with regard to USDA’s School Food Purchase Study IV. May I speak with [RESPONDENT’S NAME]?

(IF SPEAKING TO THE RESPONDENT, GO TO B1. )

(IF SPEAKING TO SOMEONE ELSE, SAY:) Is there a direct line to reach him/her?

(IF YES, RECORD NUMBER IN SPACE BELOW. ENTER THIS NUMBER IN THE MESSAGE FIELD AT THE END OF THE CALL.)

Could you please transfer me to (RESPONDENT’S NAME)?

**RESPONDENT’S DIRECT PHONE NUMBER:**

Is he/she available?

- YES (GO TO B2. IF TRANSFERRED)
- NO (GO TO A. RESPONDENT NOT AVAILABLE)

**A. RESPONDENT NOT AVAILABLE**

(IF SPEAKING TO A PERSON WHO IS NOT THE RESPONDENT): Recently we sent an email to [RESPONDENT NAME] with a request to submit data on USDA Foods for SFAs selected for USDA’s School Food Purchase Study. Do you know whether [RESPONDENT’S NAME] might have forwarded the email to someone else to complete the data request?

- Yes, knows name of new person

May I have the name, title, and contact information for that person? (ENTER THE CONTACT INFORMATION IN THE MESSAGE FIELD.)

CONTACT:

- No, does not know name or whether given to someone else (CONTINUE BELOW)

<p>The U.S. Department of Agriculture is conducting this study to obtain updated national estimates of food acquisitions and a description and analysis of food purchase practices of school districts participating in the Federally supported school meal programs. The estimates will provide information on the type, volume and source of foods acquired, the relative importance of USDA Foods, and changes in food composition and cost over time. Participation in this study by individuals is voluntary and the information collected will be used to understand school meal program trends and practices associated with food buying efficiency. 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 0584-0471. The time required to provide this information collection is estimated to average 5 minutes per response, including the time to review instructions, search existing data resources, gather and maintain the data needed, and complete and review 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, 1320 Braddock Place, Alexandria, VA 22314 ATTN: PRA (0584-0471).</p>
--

Could I leave a voicemail message for [RESPONDENT'S NAME]?

I am also happy to call back when [RESPONDENT NAME] is available. When is a good time to do so? If [RESPONDENT'S NAME] prefers, she/he can reach me toll-free at [insert number] **END OF CALL.**

Callback Date/Time:

If person on phone transfers you to voicemail: (GO TO D. VOICEMAIL SCRIPT)

## **B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE:**

### **B1. If Speaking to Respondent**

I am following up to discuss the data needs and submission timeline on USDA's School Food Purchase Study. (GO TO B3. STUDY INTRODUCTION)

### **B2. If Transferred**

Hello, my name is [YOUR NAME] and I'm calling from Westat. We recently sent you an email requesting data on USDA Foods for selected SFAs for the [#] quarter. (GO TO B3. STUDY INTRODUCTION)

### **B3. Study Introduction**

My records indicate that we have sent you [#] emails; the last email was sent on <DATE>. The email details the SFA level data needs and the process to submit this information. We noticed that you haven't submitted this data, so we just wanted to be sure that you received these email messages.

### **B4. Verify Contact Information**

The email address we have for you is [EMAIL]. Is that correct? (UPDATE IF NECESSARY AND CONFIRM THAT THE LOGIN INFORMATION WILL BE SENT RIGHT AWAY.)

### **B5. Respond to Questions or Concerns**

1. Do you have any questions about the study?
  - YES** (ANSWER QUESTIONS, THEN GO TO QUESTION 2; IF THE RESPONDENT HAS A QUESTION TO WHICH YOU DO NOT KNOW THE ANSWER, ASK IF YOU MAY HAVE YOUR SUPERVISOR CALL THEM BACK; THEN GO TO QUESTION 2)
  - NO** (GO TO QUESTION 2)
2. Have you been able to access the elements and reports required in the data request?
  - YES** Great! (GO TO QUESTION 3)
  - NO** Okay. Sorry to hear that. (GO TO QUESTION 4)

3. Have you been able to start the data request?
- YES** Great! Please remember to submit the data as soon as possible.
  - NO** Okay. Sorry to hear that. **(GO TO QUESTION 4)**
4. Does your State use “WBSCM”, the Web-Based Supply Chain Management System, to track USDA Foods?
- YES** Great! There are specific reports that you can run that will have the needed data. They are [insert names of reports.] Note that we are looking for a file with data on USDA Foods direct deliveries and State Monthly Performance Reports for further processed USDA foods. **(GO TO QUESTION 5)**
  - NO** That’s ok. The Overview of USDA Foods Data fact sheet we sent you provides information on the data elements needed. I can send that to you if you need it. **(GO TO QUESTION 5)**
5. Do you have trouble accessing the data in the request?
- YES** Please explain which data elements you are unable to access (OPEN-ENDED)\_\_\_\_\_
  - NO** Great! **(GO TO QUESTION 6)**
6. Do you know which SFAs you are expected to provide USDA Foods data for?
- YES** **(GO TO QUESTION 7)**
  - NO** **(Interviewer provides SFA list).**
7. Do you know your PIN number?
- YES** **(GO TO QUESTION 8)**
  - NO** **(Interviewer provides unique PIN number).**
8. Do you know how to submit the data to Westat?
- YES** **(GO TO QUESTION 9)**
  - NO** **(Interviewer describes email or website submission of data and provides links to both).**
9. Do you have any other questions about submitting the data?
- YES** Please explain how we may assist (OPEN-ENDED)\_\_\_\_\_
  - NO**

As a reminder, please submit the data in an Excel (or other editable format) file. Thank you for your time.

**GO TO SECTION C.**

## C. Reminder and Thank You

I encourage you to submit the data by [date]. This request should not take more than 20 minutes. If you have any questions while compiling the data you may call the study's Technical Assistance Center (TAC) toll-free at XXX-XXX-XXXX, or email [PurchaseStudy@westat.com](mailto:PurchaseStudy@westat.com). The TAC is available weekdays from 9am to 4pm EST and the message line is available 24/7, with responses provided the following business day. Thank you for your time. **END OF CALL.**

## D. VOICEMAIL SCRIPT

Hello, I'm [YOUR NAME]. I'm calling from Westat with regards to the U.S. Department of Agriculture's School Food Purchase Study. We noticed that you have not yet provided the study team with the data on USDA foods for selected SFAs. We hope you are able to submit the files this week. This request should not take more than 20 minutes. If you have not received the email with the request, or have any questions or concerns about what is required, please contact study's Technical Assistance Center (TAC) by emailing [PurchaseStudy@westat.com](mailto:PurchaseStudy@westat.com), or calling XXX-XXX-XXXX. The TAC is available weekdays from 9am to 4pm EST and the message line is available 24/7, with responses provided the following business day. Thank you. **END OF CALL.**