



OMB Control No: 0584-0471

Expiration Date: XX/XX/20XX

## Appendix B6. Telephone Script to Complete Survey

### INITIAL CONTACT

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

(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 complete the Survey of Food Purchase Practices for USDA's fourth School Food Purchase Study. Do you know whether [RESPONDENT'S NAME] might have forwarded the email to someone else to complete the 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)

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).

Could I leave a voicemail message for **[RESPONDENT'S NAME]** for [RESPONDENT 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. Introduction**

I am following up to check in with you about the Survey of Food Purchase Practices for 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 that you submit the web-based Survey of Food Purchase Practices for the School Food Purchase Study. (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 contains a link and a PIN to complete the survey. We noticed that you haven't submitted a completed survey, 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 start the Survey?
  - YES** Great! Are you able to submit the completed survey by [insert date one week after call]? (IF RESPONDENT NEEDS LONGER, RECORD EXPECTED COMPLETION DATE: MONTH/DAY )
  - NO** Okay. Sorry to hear that.
3. Do you have trouble accessing the data needed to complete the Survey of Food Purchase Practices?

**YES** Please explain which data you are unable to access (OPEN-ENDED)\_\_\_\_\_

**NO** Great!

4. Do you know your PIN number?

**YES**

**NO** (Interviewer provides unique PIN number).

5. Do you know how to submit the survey to Westat?

**YES**

**NO** (Interviewer describes website submission and provides the link).

6. Do you have any other questions?

**YES** Please explain how we may assist (OPEN-ENDED)\_\_\_\_\_

**NO**

**CONTINUE TO SECTION C.**

## **C. Reminder and Thank You**

I encourage you to complete the survey as soon as possible but no later than [insert date one week after call/or date provided by respondent, if not one week]. This request should not take more than 90 minutes. Please contact the study's Technical Assistance Center by emailing [PurchaseStudy@westat.com](mailto:PurchaseStudy@westat.com) or calling XXX-XXX-XXXX if you have any questions. 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 USDA's School Food Purchase Study. We noticed that you have not yet completed the Survey of Food Purchase Practices. We hope you are able to complete it this week. This request should not take more than 90 minutes. If you have not received the email with the request, or have any questions or concerns about what is required, please contact the study's Technical Assistance Center 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.**