

C11. Sponsor Recruitment Letter

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[Date]

Dear [Sponsor Contact Name]:

One or more of your child care providers was randomly selected to be part of the second Study of Nutrition and Activity in Child Care Settings (SNACS-II). This important study, sponsored by the U.S. Department of Agriculture (USDA) Food and Nutrition Service (FNS) will help providers, sponsors and USDA learn more about how the Child and Adult Care Food Program (CACFP) helps children learn and grow. **We are requesting your support for and cooperation with the study.**

SNACS-II will look at the nutrition and wellness environment and activities of more than 1,300 child care centers, family child care homes and before and after school programs across the country, provide a snapshot of current CACFP operations, and examine how key outcomes have changed since updated meal pattern requirements have gone into effect to encourage healthier eating. USDA selected Mathematica and its partner Westat to conduct the study. The enclosed brochure and FAQs provide an overview of the study. We have also enclosed letters in support of the study from USDA and [*OTHER ORGANIZATIONS ENDORSING STUDY*].

First, please review the attached list of providers and programs we have selected for the study. We got this information from the State child nutrition or child care agency and some of it may be missing or outdated. We ask that you confirm that these providers and programs are still active and give us updated contact information for each one. Someone from our study team will call you soon to review this information and ask for updates on any information that is incorrect or incomplete.

Second, we ask you to encourage providers to participate. Your endorsement is critical to the success of SNACS-II. While participation in this study is voluntary, providers and their sponsors are strongly encouraged to participate per Section 28 of the National School Lunch Act. Your endorsement will confirm to providers that the study is important and persuade many of them to participate. We ask that you contact providers to introduce the study and encourage them to participate in it. We will provide you with an email template for this purpose.

[If any providers are in the cost sample: Third, we may ask you to provide some cost information about operating CACFP. At least one of the providers your organization sponsors has been selected to be part of the meal cost data collection component of the study. We may need to obtain some information from you about the costs to produce CACFP meals.]

A member of the study team will contact you soon to tell you more about the study, answer your questions, and obtain updated information about providers. If you would like to contact the study team now, please call [study phone] toll free, email [study email], or visit the study website at [link] using the passcode [passcode].

Thank you in advance for your support and participation in this important study.

Sincerely,

[SIGNATURE]

Mary Kay Fox
SNACS-II project director
Mathematica

Enclosures: Study brochure, study FAQs, letters of endorsement (USDA and other), list of providers selected for SNACS-II

The Food and Nutrition Service (FNS) is collecting this information to understand the nutritional quality of CACFP meals and snacks, the cost to produce them, and dietary intakes and activity levels of CACFP participants. This is a voluntary collection and FNS will use the information to examine CACFP operations. The collection does request personally identifiable information under the Privacy Act of 1974. Responses will be kept private to the extent provided by law and FNS regulations. 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 0.0334 hours (2 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, 1320 Braddock Place, 5th Floor, Alexandria, VA 22314. ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

Enclosures

[Note to reviewers: These enclosures will be the same Study Brochure, Study FAQs, and endorsement letters included as separate documents in this submission., The List of Providers Selected for SNACS-II is included as Attachment A in the Sponsor Enrollment Confirmation Email in this submission.]