

APPENDIX C.9
CENSUS FOLLOW-UP TELEPHONE SCRIPT

“Hello, my name is [interviewer name]. I’m calling about the Farm to School Census. May I please speak with [SFA director name]?”

PROGRAMMER: If [SFA director name] is blank, read in "the person in charge of the National School Lunch Program at [name of SFA]" as the SFA director name.

A. If NO, SFA director is NOT AVAILABLE (answering machine, someone taking a message):

I work for [contractor name], a research firm that is helping the U.S. Department of Agriculture Food and Nutrition Service (USDA FNS) with the 2023 Farm to School Census. We are calling because [SFA director name] has not yet completed the Census, and we want to remind them to do so as soon as possible. If there are any questions, they can call us at [study phone number] or email [study email address].

B. If NO, SFA director is no longer at SFA or we need contact info:

I work for [contractor name], a research firm that is helping the U.S. Department of Agriculture Food and Nutrition Service (USDA FNS) with the 2023 Farm to School Census. We are calling because [name of SFA] has not yet completed the Census, and we want to make sure [name of SFA] is included.

We are looking for the person in charge of the National School Lunch Program. Can you provide us with their contact information?

IF YES: Capture first name, last name, phone number, and email address; set up as a callback. Thank you. We will reach out to them. If there are any questions in the meantime, they can call us at [study phone number] or email [study email address].

IF NO: Thank you for your time.

C. If YES, correct person:

I work for [contractor name], a research firm that is helping the U.S. Department of Agriculture Food and Nutrition Service (USDA FNS) with the 2023 Farm to School Census.

C.1 If we have the SFA director email: We are calling because you have not yet completed the Census. Your SFA’s personalized Census link was sent to you by email from [email]. Have you received the emails?

C.2. If SFA director e-mail is blank: We are calling because you have not yet completed the Census, and your email is missing from our records. Can you please provide us with an updated email address?”

INTERVIEWER NOTE: Please select “NO” to capture updated email address before proceeding with text below.

PROGRAMMER: Collect updated email address and allow only email addresses to be entered here.

We would like to request your participation to ensure that the Census data is representative of all SFAs in the country. It is important that all SFAs participate to ensure an accurate representation

of farm to school activities across the country. The Census is for all SFAs, whether or not they participate in farm to school activities.

We are asking that you please complete the Census as soon as possible via the personalized link sent to you by email, or we can set up a time for you to complete the survey over the phone. Do you have any further questions? *[See FAQs]*

Thank you for your time.

This information is being collected to assist the Food and Nutrition Service in understanding and tracking farm to school engagement. This is a mandatory collection and FNS will use the information to set priorities for USDA outreach and technical support. This collection does not request any personally identifiable information under the Privacy Act of 1974. 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 0584-0646. The time required to complete this information collection is estimated to average 0.0167 hours 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 22306 ATTN: PRA (0584-0646). Do not return the completed form to this address.
