

Attachment N. Electronic Text and e-mail  
Communications

**Initial Emails (goes to anyone who has an email immediately after email is collected)**

Dear Study Participant,

Welcome to the National Food Study! Thank you for agreeing to participate in this 7-day study. Don't forget to enter the food you get every day into the Food Log. You can do this by visiting the Food Log website ([www.nationalfoodstudy.org](http://www.nationalfoodstudy.org)) on the computer or using the Food Log app on your smartphone. If you need a refresher on how to enter food, study FAQs and Food Log training is available on the website under the "Help" tab. You will receive an incentive for each study component: completing the Food Log each day, completing your individual income questionnaire, and profile questionnaire (both are available on the Food Log). Encourage the other members of your household to do their part to earn the maximum incentive for your household size!

If you have questions about the Food Log, you can reach the Help Desk by calling 1-800-XXX-XXXX or emailing [Support@NationalFoodStudy.org](mailto:Support@NationalFoodStudy.org).

**Initial Text Message (goes to anyone who has a smartphone immediately after cell number is collected)**

Welcome to the National Food Study! Don't forget to log in to the Food Log each day and enter the food you get. The study FAQs and Food Log training are available on the website ([www.nationalfoodstudy.org](http://www.nationalfoodstudy.org)). You will receive an incentive each day for your participation. Call the Help Desk with any questions, 1-800-XXX-XXXX.

**Daily Email:**

Dear National Food Study Participant:

Thank you for your participation so far!

[IF R DID NOT ENTER FOOD YESTERDAY]: It's not too late to earn your \$5 for [INSERT DAY OF WEEK], [INSERT DATE {MONTH} {DD}]! To do so, follow these steps:

1. Use your computer or the smartphone App and log into the Food Log.
2. You need to log any food or drinks that you got yesterday.
3. If you did not get any food or drinks for yesterday, that is fine. However, you still need to log into the food log to tell us this.
4. Make sure to check all meals and snacks that you ate yesterday.
5. Once this is done, click "Day Complete" in order to receive the \$5 incentive for yesterday.

You can refer to the Food Log training titled “At the end of each day” to review the steps you need to take at the end of each day.

Here is a snapshot of your total incentives earned so far:  
[COPY IN TABLE FROM INDIVIDUAL’S PROGRESS PAGE]

[IF R DID ENTER FOOD YESTERDAY]: We have your entries from yesterday saved. Don’t forget to log in today and enter the food you get, your meals and snacks, and click “Day Complete” to earn your \$5 for today! Here is a snapshot of your total incentives earned so far:  
[COPY IN TABLE FROM INDIVIDUAL’S PROGRESS PAGE]

[FOR PR ONLY]:Here is a snapshot of your household incentives earned so far! {Your household could have earned \$X more as of now if each household member completes their logs and other assignments. Please encourage them to participate. Thank you.}  
[COPY IN TABLE FROM PROGRESS PAGE TO SHOW THE STATUS OF ALL HHMs AND THEIR INCENTIVES PLUS THE TOTAL INCENTIVES EARNED. DISPLAY 2<sup>ND</sup> SENTENCE ONLY IF HH HAS NOT EARNED MAX AS OF TODAY. CALCULATE \$X BY SUBTRACTING AMOUNT HH CAN EARN BY AMOUNT EARNED TO DATE]

**Generic Daily Text Message:**

Thank you for your participation! If you haven’t done so already, make sure you enter the food you got yesterday in the Food Log. You can access it on the website (<https://www.nationalfoodstudy.org>) or through the smartphone App. Remember, you will receive \$5 for completing the Food Log and marking your meals and snacks each day, \$2 for the income worksheet, and \$2 for the profile questionnaire. Thank you!