

**OMB BURDEN STATEMENT:** This information is being collected to assist the Food and Nutrition Service in developing a National Outreach Campaign to increase awareness of the health and nutrition benefits associated with specific programs. This is a voluntary collection and FNS will use the information to meet the needs and understand the mindsets of current program participants, as well as those individuals who are eligible but do not participate. 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 0584-0524. The time required to complete this information collection is estimated to average 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 22306 ATTN: PRA (0584-0524). Do not return the completed form to this address.

## **ATTACHMENT A: SURVEY INVITATION**

### **Parents/Guardians Invitation**

From: Marketing Systems Group/Panel Provider Name  
Sent: [DATE]  
To: [POTENTIAL PARTICIPANT]  
Subject: New Survey for Parents/Guardians

Take the survey below and share your opinions on ideas for ads.

[Start Survey](#)

Your opinions are appreciated.

Reward offer: [reward]

Average length: [minutes]

You can also access the survey by clicking on the following link or copying and pasting into your browser: [SURVEY URL]

Thank you for your participation.  
Marketing Systems Group/Panel Provider

## Stakeholder Invitation

As part of the planning for Summer Nutrition Programs for 2024, FNS has partnered with Team Crosby, a communications firm, to lead the efforts for a public awareness campaign to boost families' awareness and participation.

We invite you to take an online survey to review campaign concepts and provide your feedback. Campaign concepts are not fully developed ads, but we appreciate your input on the ideas and themes in order to refine them for the public awareness campaign. Here are some details:

- The survey is approximately 10 minutes.
- There is no need to prepare, and your participation is entirely voluntary.
- Your name will not be connected to individual responses. Your personal information will be kept confidential.
- Team Crosby will prepare a summary based on all the feedback we receive to help refine the communication. The summary is for internal use only.

**ACTION: If you would like to participate in the survey, please click the link below or copy or paste it into your browser:**

[Insert link]

Thanks in advance for supporting our efforts to ensure campaign materials are relevant to the families and children you serve.

[FNS contact signature]