

Appendix A

Recruitment and Communication Materials

Amerispeak tailors the frequency of prompts based on prior response rates for previous surveys. In general, they will send reminders approximately every 3-4 days. The intervals can vary based on the target population.

Table of Contents

Survey Invitation Series - Survey Invitation:.....	3
Survey Invitation Series - Thank You/Reminder Contact:.....	4
Survey Invitation Series - Follow up Email Non Response:.....	5
Interviewer Contacting Script.....	6
SMS Text:.....	7
Last Chance Contact:.....	8
Email Prompt 1:.....	9
Email Prompt 2:.....	10
Email Prompt 3:.....	11
Email Prompt 4:.....	12
Frequently Asked Questions (FAQs):.....	14

Survey Invitation Series – Initial Invitation: First contact with sampled AmeriSpeak panelists inviting them to complete the self-administered web questionnaire. This invitation will be sent by email to panelists who prefer to complete the survey online.

Dear [FNAME LNAME],

Thank you for the valuable insights you provide to us at AmeriSpeak.

As a parent or legal guardian of young children, we are interested in hearing from you about how you look for, use, and assess information when looking for who will care for your young child(ren). We want to hear from you if you are currently using child care or early education or not. The purpose of this study is to learn more about where parents and legal guardians look for and find information about child care and early education, how they assess the people, places, or things that may offer information about child care and early education what types of child care and early education information parents and legal guardians look for, and how they use information to select child care and early education.

Please participate in the short survey below. Your responses will help identify ways to improve the information provided for parents or legal guardians like yourself when considering child care and early education for young children. As a token of appreciation, eligible households will receive **[PLACEHOLDER] AmeriPoints** after completing the survey.

The study is sponsored by the Administration for Children and Families, a federal agency. The information collected will help policymakers understand what parents may need to help find child care and early education. Please have an adult (18 years or older) who lives in this household answer the following questions. The questions take about 20 minutes, and your participation is voluntary. You do not have to answer any question you do not want to answer. Your information will be kept private. All of your answers will become part of an anonymous group of responses called a data set. The survey findings will only be shared as summary statistics and will not include any information that could identify you or your child(ren). We may link this survey data with other data about the neighborhood or state you live in. Study findings will be put into summary reports and shared publicly but will not contain any names or other information that identifies you. The data, questionnaire, and analysis files will be prepared and submitted to be archived in an online data repository. The archived data will be available to other researchers to access and use but will not contain names or other identifying information. Start your AmeriSpeak survey (SID [\$Survey.ID]) now at **[\$PURL]**.

We need your help to make this study a success.

Thank you,

[SIGNATURE BLOCK]

Having trouble with the link? You can copy and paste this into your browser: [URL]. You can also go to my.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-XXXX, Exp: XX/XX/XXXX. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to [Contractor Contact Name]; [Contractor Contact Address].

Survey Invitation Series - Reminder Contact Email: This is a follow up contact with sampled AmeriSpeak panelists reminding them to complete the self-administered web questionnaire.

New AmeriSpeak® Survey Available Today!

Dear [FNAME] [LNAME],

Thank you for the valuable insights you provide to us at AmeriSpeak.

We recently sent you an email asking for your help with an important study about how parents and legal guardians of young children look for and use information about child care and early education. As a parent or legal guardian of young child(ren), we want to learn from you what kinds of information you look for and want about child care and early education, where you have looked for or found information on child care and early education, and whether the information you found was useful in selecting child care and early education. We want to hear from you if you are currently using child care or early education or not. The purpose of this study is to learn more about where parents and legal guardians look for and find information about child care and early education, how they assess the people, places, or things that may offer child care and early education information, what types of child care and early education information parents and legal guardians look for and how they use information to select child care and early education. Your survey responses will help identify ways to improve information for parents and legal guardians when looking for child care and early education for their young children.

Start your AmeriSpeak survey (SID [\$Survey.ID]) now at [\$PURL].

The survey will take about 20 minutes, and your responses will be kept private. The survey findings will only be shared as summary statistics and will not include any information that could identify you or your child(ren). Your participation is voluntary and you have the option to skip any questions or end the survey at any time. As a token of appreciation, eligible households will receive [PLACEHOLDER] AmeriPoints after completing the survey. Thank you!

[SIGNATURE BLOCK]

Having trouble with the link? You can copy and paste this into your browser: [URL]. You can also go to my.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-XXXX, Exp: XX/XX/XXXX. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to [Contractor Contact Name]; [Contractor Contact Address].

Survey Invitation Series - Follow up Non-Response Contact: This is a follow up contact with sampled AmeriSpeak panelists reminding them to complete the self-administered web questionnaire.

Dear [FNAME] [LNAME],

As a parent or legal guardian of young children, we have been trying to reach you about participating in an important study to learn about what information you want and use when looking for child care and early education for your young child(ren). The purpose of this study is to learn more about where parents and legal guardians look for and find information about child care and early education, how they assess the people, places, or things that may offer child care and early education information, what types of child care and early education information parents and legal guardians look for and how they use information to select child care and early education. Please take a few minutes today to complete the questionnaire below. We want to hear from you if you are currently using child care or early education or not.

Start your AmeriSpeak survey (SID [\$Survey.ID]) now at [\$PURL].

It will take about 20 minutes to complete the questionnaire. Your participation is voluntary. You can skip any question or stop at any time. Your responses will be kept private. The survey findings will only be shared as summary statistics and will not include any information that could identify you or your child(ren). As a token of appreciation, eligible households will receive **[PLACEHOLDER] AmeriPoints** after completing the survey. We need your help to make this study a success!

Thank you,

[SIGNATURE BLOCK]

Having trouble with the link? You can copy and paste this into your browser: [URL]. You can also go to my.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-XXXX, Exp: XX/XX/XXXX. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to [Contractor Contact Name]; [Contractor Contact Address].

Interviewer Contacting Script: Initial contact with sampled AmeriSpeak panelists inviting them to complete the questionnaire. This telephone invitation will be the initial contact for panelists who prefer to complete the survey over the telephone.

Hello, my name is [INTERVIEWER NAME]. I'm calling from AmeriSpeak by NORC. May I please speak with [FIRSTNAME]? Thank you for your continued participation in AmeriSpeak.

I am calling to let you know that your next survey is available. As a parent or legal guardian of young children, we are interested in hearing from you about how you look for, use, and assess information when looking for who will care for your young child(ren). We want to hear from you if you are currently using child care or early education or not. The purpose of this study is to learn more about where parents and legal guardians look for and find information about child care and early education, how they assess the people, places, or things that may offer child care and early education information, what types of child care and early education information parents and legal guardians look for and how they use information to select child care and early education.

The survey takes approximately 20 minutes to complete. Your participation is voluntary. If you are eligible and complete the survey, you will receive [INCENTPOINTS] AmeriPoints as a token of appreciation for your time. We will keep all your answers private. The survey findings will only be shared as summary statistics and will not include any information that could identify you or your child(ren).

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-XXXX, Exp: XX/XX/XXXX. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to [Contractor Contact Name]; [Contractor Contact Address].

Shall we proceed? Great. As always, for quality assurance purposes, this call may be recorded or monitored.

CONTINUE

INTRO_Q [DISPLAY IF CAWI] Thank you for agreeing to participate in our new AmeriSpeak survey! [DISPLAY TO CAWI & CATI] This survey is about what information parents and legal guardians need and use when looking for child care and early education for their young children.

[DISPLAY IF CAWI] To thank you for sharing your opinions, eligible households will receive a token of appreciation of [INCENTWCOMMA] AmeriPoints after completing the survey. As always, your answers are private.

[DISPLAY IF CAWI] Please use the "Continue" and "Previous" buttons to navigate between the questions within the questionnaire. Do not use your browser buttons.

[DISPLAY IF CATI] CONTINUE

SMS Text: AmeriSpeak panelists who have agreed to receive text messages may receive the following series of SMS prompts.

Start your AmeriSpeak survey (SID [\$Survey.ID]) now at [\$PURL]. Get \$[INCENTDLR]. Survey ends on [\$Survey.ENDDATE].

Get [INCENTWCOMMA] AmeriPoints while you still can! [\$PURL]

Your AmeriSpeak survey is ending tomorrow! Get points now! [\$PURL]

Last Chance Contact: Contact sent to sampled AmeriSpeak panelists near the end of data collection to create a sense of urgency and encourage participation in the final weeks.

Your AmeriSpeak survey is ending soon! Don't miss this opportunity to contribute to an important national study.

As a parent or legal guardian, please take a few minutes to share your experiences with looking for information about child care and early education for your young child(ren). Even if you do not use child care or early education, it is important that we hear from you. We need to hear from as many parents and legal guardians of young children as possible to ensure that the study results are complete and accurate. The purpose of this study is to learn more about where parents and legal guardians look for and find information about child care and early education, how they assess the people, places, or things that may offer child care and early education information, what types of child care and early education information parents and legal guardians look for and how they use information to select child care and early education.

Start your AmeriSpeak survey (SID [\$Survey.ID]) now at [\$PURL]. Participation is voluntary and you may skip any questions or leave the survey at any time. Your information will be kept private. The survey findings will only be shared as summary statistics and will not include any information that could identify you or your child(ren).

Eligible households will receive **[PLACEHOLDER] AmeriPoints** for completing your survey today.

Your participation matters. Your responses will help identify ways to better support parents as they look for child care and early education for their children.

Thank you,

[PLACEHOLDER]

Having trouble with the link? You can copy and paste this into your browser: [URL]. You can also go to my.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-XXXX, Exp: XX/XX/XXXX. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to [Contractor Contact Name]; [Contractor Contact Address].

Email Prompt 1: Email text for sampled AmeriSpeak panelists, prompting them to complete the questionnaire (approximately 3-4 days following initial invitation).

Dear [FNAME] [LNAME],

Please take twenty minutes to answer some questions about where you as a parent or legal guardian look for and find information about child care and early education for your young child(ren). We want to hear from you even if you are not using any child care or early education. The purpose of this study is to learn more about where parents and legal guardians look for and find information about child care and early education, how they assess the people, places, or things that may offer child care and early education information, what types of child care and early education information parents and legal guardians look for and how they use information to select child care and early education. We know that you're busy, but your responses will help identify ways to better support parents and legal guardians as they look for care for their young children.

Start your AmeriSpeak survey (SID [\$Survey.ID]) now at [**\$PURL**].

This study is funded by the Administration for Children and Families of the U.S. Department of Health and Human Services and is conducted by NORC at the University of Chicago.

Your responses will be kept private. The survey findings will only be shared as summary statistics and will not include any information that could identify you or your child(ren). Your participation is voluntary. You have the option to skip any questions or end the survey at any time. As a token of appreciation, eligible households will receive [**PLACEHOLDER**] **AmeriPoints** after completing the survey.

We need your help to make this study a success.

Thank you,

[**PLACEHOLDER**]

Having trouble with the link? You can copy and paste this into your browser: [URL]. You can also go to my.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-XXXX, Exp: XX/XX/XXXX. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to [Contractor Contact Name]; [Contractor Contact Address].

Email Prompt 2: Email text for sampled AmeriSpeak panelists, prompting them to complete the questionnaire. (Sent approximately 3-4 days following initial prompt or as needed).

Dear [FNAME] [LNAME],

As a parent or legal guardian, we want to learn about how you look for, use, and assess information when looking for child care or early education for your young child(ren). Our goal is to find ways to better support parents and legal guardians like you, but we first need to understand what child care and early education information you use and want most. We can only get this information by talking to parents and legal guardians like you with young children. You do not need to be using child care or early education to participate in this study.

Start your AmeriSpeak survey (SID [\$Survey.ID]) now at [**\$PURL**]. The survey will take about 20 minutes and eligible households will receive [**PLACEHOLDER**] **AmeriPoints** after completing the survey as a token of appreciation. Participation is voluntary and you may skip any questions or leave the survey at any time. Your information will be kept private. The survey findings will only be shared as summary statistics and will not include any information that could identify you or your child(ren).

Please help make this study a success and complete your survey today.

Thank you,

[PLACEHOLDER]

Having trouble with the link? You can copy and paste this into your browser: [URL]. You can also go to my.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-XXXX, Exp: XX/XX/XXXX. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to [Contractor Contact Name]; [Contractor Contact Address].

Email Prompt 3: Additional email prompt to AmeriSpeak panelists. (Sent approximately 3-4 days following initial prompt or as needed).

Dear [FNAME] [LNAME],

We need your help with an important national study. As a parent or legal guardian, we are interested in learning more about your experiences looking for and using information about child care and early education for your young child(ren). The purpose of this study is to learn more about where parents and legal guardians look for and find information about child care and early education, how they assess the people, places, or things that may offer child care and early education information, what types of child care and early education information parents and legal guardians look for and how they use information to select child care and early education. By sharing your experiences, you will help us identify ways to better improve information for parents and legal guardians as they look for child care and early education options for their young children. We want to hear from you even if you are not using any child care.

Please complete your AmeriSpeak survey (SID [\$Survey.ID]) now at [**\$PURL**].

You were scientifically selected to participate in this study. You represent many other parents or legal guardians, and you cannot be replaced by someone else.

It will take about 20 minutes to complete the questionnaire. Eligible households will receive [PLACEHOLDER] AmeriPoints as a token of appreciation after completing the survey. Participation is voluntary and you may skip any questions or leave the survey at any time. Your information will be kept private. The survey findings will only be shared as summary statistics and will not include any information that could identify you or your child(ren).

Please help make this study a success and complete your survey today.

Thank you,

[PLACEHOLDER]

Having trouble with the link? You can copy and paste this into your browser: [URL]. You can also go to my.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-XXXX, Exp: XX/XX/XXXX. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to [Contractor Contact Name]; [Contractor Contact Address].

Email Prompt 4: Additional email prompt to AmeriSpeak panelists. (Sent approximately 3-4 days following initial prompt or as needed).

Dear [FNAME] [LNAME],

Time is running out! There are only a few more days to complete your AmeriSpeak survey. Please don't miss this opportunity to share your experiences. We know you are busy, but the best way to understand the challenges you as a parent or legal guardian face in trying to learn about child care and early education options for your young child(ren) is by hearing from you. The purpose of this study is to learn more about where parents and legal guardians look for and find information about child care and early education, how they assess the people, places, or things that may offer child care and early education information, what types of child care and early education information parents and legal guardians look for and how they use information to select child care and early education.

Please take 20 minutes to complete your AmeriSpeak survey (SID [\$Survey.ID]) now at [**\$PURL**].

By participating in this study, you will help answer questions like:

1. Where do parents and legal guardians look for and find information about child care and early education for their young children?
2. What types of information are parents and legal guardians looking for most often?
3. Are parents and legal guardians able to find the information they most want?
4. How do parents and legal guardians use the information they find or come across when looking for child care and early education for their children?

This study is funded by the Administration for Children and Families of the U.S. Department of Health and Human Services and is conducted by NORC at the University of Chicago. Your responses will be kept private. You have the option to skip any questions or end the survey at any time. Your participation is voluntary. The survey findings will only be shared as summary statistics and will not include any information that could identify you or your child(ren). As a token of appreciation, eligible households will receive [**PLACEHOLDER**] **AmeriPoints** after completing the survey.

We need your help to make this study a success.

Thank you,

[**PLACEHOLDER**]

Having trouble with the link? You can copy and paste this into your browser: [URL]. You can also go to my.AmeriSpeak.org or the AmeriSpeak app, log in using your member credentials, and click on the "Start Survey" button in your dashboard page.

Need more help or have questions? Email the AmeriSpeak Support Team at support@AmeriSpeak.org or call toll-free (888) 326-9424. AmeriSpeak Support: 55 E Monroe St, 19th Floor, Chicago, IL 60603. Copyright AmeriSpeak 2019. Use of any content or images is prohibited without prior written approval.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for this collection are OMB #: 0970-XXXX, Exp: XX/XX/XXXX. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to [Contractor Contact Name]; [Contractor Contact Address].

Frequently Asked Questions (FAQs): Responses to frequently asked questions that will be used in recruitment materials and by interviewers as needed.

How was I selected to participate?

As a member of the AmeriSpeak panel, you were selected to participate in this study because you indicated that you are a parent or legal guardian and have young children. We would like to interview parents and legal guardians with children under the age of 6, not yet enrolled in kindergarten, even if they do not use child care.

How do I know this study is legitimate?

Visit us online at **[project site]**. The U.S. Office of Management and Budget has approved this survey (XXXX-XXXX). Without this number we could not conduct this survey.

What types of questions will you ask?

We ask questions about where parents and legal guardians have looked for information about child care and early education, what kinds of information they found and whether that information was useful when looking for care for their children. We also ask questions about current child care arrangements for children and characteristics about your household.

Who is funding this study?

This study is funded by the Administration for Children and Families (ACF) of the U.S. Department of Health and Human Services. ACF works to promote the economic and social well-being of families, children, individuals and communities. You can learn more about ACF by following this link:

<https://www.acf.hhs.gov/>

Why is my participation important?

Your participation provides valuable insight into what kinds of information parents and legal guardians look for when looking for child care and early education for their children. We need your help to better understand what challenges parents and legal guardians face when they try to find information about child care and early education and to identify ways to better support parents and legal guardians.

What about my rights/privacy?

Answers that could identify you in any way are separated from your other responses. Survey findings are put into summary reports that contain no names or other identifying information. Your name, or the names of your child(ren) or any identifying information will never be released to the public. Your participation is voluntary. You do not have to answer any question you do not want to answer.

If you have questions about your rights as a study participant, you may call the NORC Institutional Review Board Administrator, toll free, at 1-866-309-0542.

Who will see my answers?

Study findings are put into summary reports and data files that contain no names or other information that identifies you or your child(ren). Your name is never kept with your survey answers so no one can know how you responded. The data, questionnaire, and analysis files will be prepared and submitted to be archived in an online data repository. The archived data will be available to other researchers to access and use but will not contain names or other identifying information.

If I need to step away, can I return and complete the study online at a later time?

Yes. When returning to the study online, enter your unique log in information, and you can pick up where you left off.

Who is NORC at the University of Chicago?

NORC at the University of Chicago (NORC) is an independent research organization that is conducting this study. Additional information on NORC can be found on its website (www.norc.org).

I'd like to participate but I don't have internet access. What should I do?

Please contact us so that we can make arrangements for you to participate by phone. You can call the NORC toll free number at XXX-XXX-XXXX or you can email us at [project email].