

APPENDIX F03.08. PRINCIPAL SURVEY REMINDER CALL SCRIPT (GROUPS  
2A AND 3)

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This information is being collected to assist the Food and Nutrition Service in understanding school food purchasing practices, the nutritional quality of school meals and snacks, the cost to produce school meals, and student participation and dietary intakes. This is a mandatory collection and FNS will use the information to monitor program operations. 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-[xxxx]. The time required to complete this information collection is estimated to average 0.08 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 22314 ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

## PRINCIPAL SURVEY REMINDER CALL SCRIPT

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Hello, I am calling on behalf of the 2024–2025 National School Foods Study for the U.S. Department of Agriculture/Food and Nutrition Service. May I please speak with [PRINCIPAL NAME]?

### **IF PRINCIPAL IS NOT AVAILABLE:**

Is there a better time to call to reach [PRINCIPAL NAME]?

### **[LOG DATE/TIME FOR CALL BACK]**

### **IF NO ANSWER AND VOICEMAIL BOX NAME MATCHES CONTACT NAME, LEAVE VOICEMAIL:**

Hello, this message is for [PRINCIPAL NAME]. My name is [INTERVIEWER NAME]. I am calling on behalf of the National School Foods Study, funded by the U.S. Department of Agriculture’s Food and Nutrition Service. As part of this study, FNS is conducting a survey of school principals to learn how school meal programs operate at the local level. You should have received an email with a link to this survey. The survey is ending soon and we really want to include information about your school in the study. Please go online today to complete the survey. If you have any questions or need your login information, please call our toll-free line at [PHONE]. We greatly appreciate your participation.

### **IF PRINCIPAL IS AVAILABLE:**

Hi, my name is [INTERVIEWER NAME]. I’m calling on behalf of the 2024-2025 National School Foods Study, sponsored by the U.S. Department of Agriculture’s Food and Nutrition Service. As part of this study, FNS is conducting a survey of school principals to learn how school meal programs operate at the local level. You should have received an email with a link to this survey. Does this sound familiar? [and then provide info again or not]

I’m calling to remind you to complete the survey online and to see if you have any questions about logging in or completing the survey. The survey is closing soon—it’s important that we hear from you so we can include your school in the study.

### **IF PRINCIPAL DOES NOT RECALL EMAIL:**

If this is a good time, I can share some information regarding the study. The National School Foods Study will help FNS learn more about the school meal programs and the students who use these programs, to better serve your community. The study will look at how schools follow the nutrition guidelines and

whether school meals meet students' nutritional needs. Your participation is vital to informing future policies for school meals to ensure the meals contribute to a healthy future for all children.

I would be happy to email you a link to the web survey. First, let me confirm your email address: [EMAIL].

**IF HESITANT:**

The information you provide is critical to provide a complete picture of the school food environment. FNS is sponsoring this study to learn how school meal programs operate at the local level. Your responses are not connected to any personal identifying information and cannot be connected to you. No one in your school district will have access to the responses that you share with us. The survey, which can be taken online, should take **approximately 30 minutes to complete**. Participation by selected state agencies, school districts, and schools is required under Section 28 of the National School Lunch Act.

**IF SKEPTICAL:**

This important study is sponsored by the U.S. Department of Agriculture's Food and Nutrition Service. You can learn more about the results from similar studies at [FILL URL] on the FNS website. We need your participation to get a complete picture of how the National School Breakfast and Lunch programs operate at the local level. Do you have any questions about the study?

**AGREES TO PARTICIPATE:**

Great, thank you very much for agreeing to take part in this important study. Please feel free to call our toll-free helpline with any additional questions or to get help with the survey ([PHONE]).

**SPEAKING WITH A SECRETARY:**

Hi, my name is [INTERVIEWER NAME]. I'm calling on behalf of the National School Foods Study, sponsored by the USDA Food and Nutrition Service. As part of this study, we are conducting a survey of school principals to learn how school meal programs operate at the local level. We recently sent [PRINCIPAL NAME] an email with a link to this survey, including login instructions. I'm calling to remind [PRINCIPAL NAME] to complete the survey online and to see if Principal [PRINCIPAL LAST NAME] had any questions about logging in or with completing the survey. Can you pass that message along, or can I give you the survey information?

## PRINCIPAL SURVEY FAQs

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**Survey URL:** [WEBSITE]

### **What is the purpose of the study?**

This important study will (1) describe the food and nutrient content and overall nutritional quality of school meals and afterschool snacks, (2) update information on the school food environment and food service policies and practices, (3) estimate the cost to produce school meals and snacks, and (4) collect information about student participation, satisfaction, and dietary intake. Having updated information about the school meals programs will help States, SFAs, and schools better serve students.

### **Who can complete the Principal Survey?**

While the survey is intended for the school principal, it can be completed by any staff member who is very familiar with the school's policies related to food service and nutrition education.

### **When is the Principal Survey due?**

The survey is closing next week, so we need your completed survey as soon as possible.

### **Can I have a hard copy of the Principal Survey?**

Because not all questions may apply to your school, it is MUCH faster to complete it online.

### **I am not [NAME]. You have the wrong person.**

Collect their name, title and district affiliations, consult with project leads for next steps. Email, phone...