

Reminder Call Script

Hello, I am calling on behalf of the U.S. Department of Agriculture, Food and Nutrition Service regarding the School Meals Operations Study, or SMO. May I please speak with [STATE CN DIRECTOR]?

IF CN DIRECTOR IS NOT AVAILABLE:

Is there a better time to call to reach [STATE CN DIRECTOR]?

[LOG DATE/TIME FOR CALL BACK]

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

Hello, this message is for [DIRECTOR NAME]. My name is [INTERVIEWER NAME]. I am calling on behalf of the U.S. Department of Agriculture, Food and Nutrition Service regarding the School Meals Operations Study, or SMO.

Thank you for participating in the first four years of SMO data collection. The fifth SMO data collection includes a 30-minute survey for State Child Nutrition Directors to collect information about Child Nutrition Program operations in School Year 2023-2024.

You should have received an email with a link to this survey on [DATE OR TIME FRAME]. The survey ends soon, so please log on today to provide your responses.

If you have any questions or need help accessing the survey, please call our toll-free line at 1-833-440-9475 or email us at SMOStudy@mathematica-mpr.com. We greatly appreciate your participation.

The Food and Nutrition Service (FNS) is collecting this information to understand how State agencies operated CN Programs in SY 2023-2024. This is a mandatory collection. FNS will use the information to inform its planning, policy, and guidance related to the Child Nutrition Programs. Because the personally identifiable information (PII) requested under this collection will not be used to retrieve survey records or data, requirements of the Privacy Act of 1974 do not apply. Responses will be kept private to the extent provided by law and FNS regulations. 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 0584-0607. The time required to listen to this voicemail or phone call is estimated to average 5 minutes (0.08 hours). 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 (0584-0607)

IF DIRECTOR IS AVAILABLE:

Hi, my name is [INTERVIEWER NAME]. I'm calling on behalf of the U.S. Department of Agriculture Food and Nutrition Service regarding the School Meals Operations Study, or SMO.

The SMO Study includes a 30-minute survey for State Child Nutrition Directors to collect information about Child Nutrition Program operations in School Year 2023-2024.

I'm calling to see if you have any questions about accessing or completing the survey. [ANSWER QUESTIONS].

You should have received an email with a link to this survey on [DATE OR TIME FRAME].

The survey closes soon, so please log on to complete your survey as soon as possible.

IF DIRECTOR DOES NOT RECALL EMAIL:

I can share some information regarding the study.

We appreciate your efforts to complete the first four years of SMO data collection, which began in spring of 2021. This fall, during the fifth SMO data collection, the survey gathers information on Child Nutrition Program operations in School Year 2023-2024 and summer 2024. Your input is important! FNS wants to learn from you about program operations during a year with major policy changes (meal pattern requirements for NSLP and SBP), program changes (the establishment of non-congregate summer meals), and a new program (Summer EBT).

The information you provide will help USDA to make evidence-based decisions about program policies and budgets, identify technical assistance needs, and track important program operation information across time. These actions will help ensure the Child Nutrition Programs contribute to a healthy future for all children—a goal we all share.

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

IF HESITANT OR SKEPTICAL:

Under Section 28 of the Richard B. Russell National School Lunch Act, sampled SFAs and the 68 State agencies that administer the Federal CN programs in the 50 States, District of Columbia, Puerto Rico, Guam, and the U.S. Virgin Islands are required to participate in this collection.

We recognize the administrative effort associated with participating in research studies, and the School Meal Operations Study has been designed to reduce participant burden to the extent possible. For example, the survey focuses only on questions that cannot be answered using the administrative data you have already reported, as your State agency will be providing those data to the study team in order to avoid redundant information requests.

AGREES TO PARTICIPATE:

Great, thank you very much. We appreciate your time and effort.

Please feel free to call our toll-free helpline with any additional questions or to get help with the survey, 1-833-440-9475, or to email us at SMOStudy@mathematica-mpr.com.

SPEAKING WITH A SECRETARY:

Hi, my name is [INTERVIEWER NAME]. I'm calling on behalf of the U.S. Department of Agriculture, Food and Nutrition Service regarding the School Meals Operations Study, or SMO. We sent [DIRECTOR NAME] an email with a link to a study survey on [DATE], and the window to complete the 30-minute survey online is almost over. I'm calling to remind [DIRECTOR] and to see if they had any questions about accessing or completing the survey.

Can you pass that message along, or can you set an appointment for me to speak with [DIRECTOR NAME]?

Frequently Asked Questions

Survey URL: [WEBSITE]

What is the purpose of the study?

FNS evaluates its Child Nutrition Programs each year using studies like the School Meals Operations study or SMO. This year SMO will give State Child Nutrition Directors a 30-minute web survey with questions about program operations and topics of current policy interest. FNS uses the data to make evidence-based decisions about program policies and budgets, identify technical assistance needs, and track important program operation information across time. SMO also asks State agencies to submit administrative data collected for forms FNS-10, FNS-44, and FNS-418. FNS uses these data to analyze complex interactions between variables reported on these forms and the survey. For example, FNS is able to analyze how policy changes impact program participation differently in rural versus urban sites or large versus small school food authorities.

When is the survey due?

The survey closes in [DATE], so we need your completed survey as soon as possible.

Can I have a hard copy of the survey?

Yes, but web responses promote higher data quality and make it easier for you to identify and complete only the questions that apply to you, so we encourage you to take it through our secure online platform.

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

COLLECT THEIR NAME, TITLE AND DISTRICT AFFILIATIONS, MARK THE CASE FOR REVIEW.