

Appendix S.2.

WIC & FMNP vendor/outlet staff experience survey recruitment email from WIC State agency

Public Burden Statement

This information is being collected to assist the Food and Nutrition Service to better understand the implementation and impact of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) modernization efforts on WIC State and local agencies, WIC vendors and WIC participants. This is a voluntary collection and FNS will use the information to monitor and strengthen WIC program modernization efforts. 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 .0167 hours/1 minute 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, Evidence, Analysis, and Regulatory Affairs Office, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306, ATTN: PRA (0584-xxxx). Do not return the completed form to this address.

To: [WIC Vendor Staff/Farmer/Farmers' Market Staff]

From: [WIC State agency director]

Subject: Seeking [WIC Vendor Staff/Farmers/Farmers' Market Staff]'s Participation in the WIC Modernization Evaluation

Dear [Name of WIC vendor staff/farmers/farmers' market staff],

The United States Department of Agriculture's (USDA) Food and Nutrition Service (FNS) is sponsoring a new study, the WIC Modernization Evaluation, to better understand the experiences of [WIC vendor staff/farmers/farmers' market staff] with implementing and participating in the WIC & Farmers' Market Nutrition Program (FMNP) modernization efforts. As you know, [WIC vendor staff/farmer/farmers' market staff] like you have been working hard over the past several years to modernize the WIC & FMNP programs and make it easier for people to participate.

FNS has contracted with Mathematica, MEF Associates, and the Nutrition Policy Institute (NPI) to conduct the evaluation, which includes short surveys with staff at selected WIC & FMNP vendors/farmers/farmers' markets. The survey will ask about your experience and progress with recent changes to the WIC/FMNP programs.

As the [WIC State agency director/title], we believe you would be the perfect candidate to participate in this **short 10-minute, web survey**, as you have worked closely on the modernization efforts with [GRANT NAME(S)]. Your responses are vital to helping FNS understand your challenges, successes, and lessons learned as you've worked to implement changes. For participating in the survey, you will receive a \$10 [TYPE] gift card.

Over the next [TIMELINE], you will receive an email from the Mathematica study team with more information about the study and how to complete the survey.

Thank you so much for your participation in this important study! If you have any questions or concerns about the study, please contact the Mathematica study team at [EMAIL]@mathematica-mpr.com or XXX-XXX-XXXX. You can reach the FNS project officer, Carol Dreibelbis, at carol.dreibelbis@usda.gov.

Thank you,

[WIC STATE AGENCY DIRECTOR NAME TITLE]