

MM/DD/YYYY

Appendix C-2. Virtual Interview Recruitment Materials: Geographic State Agencies

1. Initial Recruitment Attempt

Geographic State Agencies

- **To:** WIC directors/study point of contact of approximately 15 geographic State agencies
- **Copied:** FNS Regional Office study point of contact
- **From:** Westat data collection team
- **Subject:** Virtual interview request: *WIC Tribal Organizations and U.S. Territories*
- **Attachments:** Study FAQ sheet (submitted with the outreach materials), virtual interview informed consent form, interview questions

Dear [WIC State agency director],

The U.S. Department of Agriculture's Food and Nutrition Service (FNS) has contracted with Westat to conduct a study called *WIC Tribal Organizations and U.S. Territories*. Through this study, FNS aims to learn more about best practices, operational barriers and variations, and suggestions for improvement. FNS will use the study findings to consider future program or policy changes that may reduce operational barriers within Tribal Organizations and U.S. territories, inform the development of customized ways to measure program reach, and ensure the best possible service to participants. Please see the attached document for more information.

Westat would like to request your participation in a one-time virtual interview lasting up to 90-minutes to be conducted via Microsoft Teams. A call-in number will also be provided if needed. The purpose of this interview is to learn about how your agency administers and implements WIC, your program's strengths and challenges, and your recommendations for Federal program or policy adjustments to improve WIC for you and your participants. Although there is no need to prepare for this interview, we have attached the interview questions for reference. [If needed, add: We ask that you please also send us a copy of your current food list ahead of the interview.]

You are welcome to invite up to two other staff members who you think would have valuable information to share. **Please use this link [hyperlink to Calendly] to schedule an interview by [date].** Please select a time that works for you and any staff members you have identified to participate. Once you select a time, you will receive an automated calendar appointment.

Please review the attached informed consent form before the interview. If you have general questions about the study, please contact the study team (WICTTstudy@westat.com) or the FNS project officer, Dr. Karen Castellanos-Brown (karen.castellanos-brown@usda.gov). If you have questions about your rights as a study participant, please contact the Westat Institutional Review Board at [Westat IRB contact info] or [name of Tribal IRB, if applicable] at [Tribal IRB contact info, if applicable].

On behalf of Westat and FNS, we appreciate your time and participation in this important study. This study will collect valuable information about how WIC programs in the U.S. territories and Tribal Organizations operate. FNS and the study team plan to share findings with WIC agencies through a webinar and other products.

Thank you,

[Westat data collection team names and signatures]

Public Burden Statement

This information is being collected to assist the Food and Nutrition Service in learning about variations in WIC operations between Tribal Organizations, U.S. territories, and geographic States. FNS will use the information to inform program or policy changes that may reduce operational barriers and enhance services for WIC participants. 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-XXX. The time required to complete this information collection is estimated to average 0.1670 hours (10 minutes).

Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the following address: U.S. Department of Agriculture, Food and Nutrition Service, Evidence, Analysis, and Regulatory Affairs Office, 1320 Braddock Place, Alexandria, VA 22314, ATTN: PRA (0584-XXXX). Do not return the completed form to this address.

2. Reminders and Follow-up Communications

Email Reminder: Westat to WIC Director

- **To:** WIC directors of agencies not participating in a site visit (22 case study agencies and approximately 15 geographic State agencies)
- **Copied:** FNS Regional Office study point of contact
- **From:** Westat data collection team
- **Subject:** Reminder! Virtual interview request: *WIC Tribal Organizations and U.S. Territories*
- **Attachments:** Project FAQ sheet (submitted with the outreach materials), virtual interview informed consent form, interview questions

Dear [WIC agency director],

We recently sent a request for a virtual interview as part of the FNS-funded study, WIC Tribal Organizations and U.S. Territories. You may find more information about this request in the original email below and in the attached document.

We would like to schedule a 90-minute virtual interview with you at your convenience. You are welcome to invite up to two other staff members who you think would have valuable information to share. **Please use this link [hyperlink to Calendly] to schedule an interview by [date].** Please select a time that works for you and any staff members you have identified to participate. Once you select a time, you will receive an automated calendar appointment. [If needed, add: We ask that you please also send us a copy of your current food list ahead of the interview.]

Please review the attached informed consent form before the interview. If you have general questions about the study, please contact the Westat study team (WICTTstudy@westat.com) or the FNS project officer, Dr. Karen Castellanos-Brown (karen.castellanos-brown@usda.gov). If you have questions about your rights as a study participant, please contact the Westat IRB at [Westat IRB contact info] or [name of Tribal IRB] at [Tribal IRB contact info].

On behalf of Westat and FNS, we appreciate your time and participation in this important study. This study will collect valuable information about how WIC programs in the U.S. territories and Tribal Organizations operate. FNS and the study team plan to share findings with WIC agencies through a webinar and other products.

Thank you,

[Westat data collection team signatures]

Phone Reminder: Westat to WIC Director

Outbound Call

Hello, may I speak with [WIC agency director]?

If Person Is Reached

Hello, my name is [interviewer name]. I am calling on behalf of the USDA Food and Nutrition Service about the WIC Tribal Organizations and U.S. Territories study. May I speak to [agency contact name]?

1. Yes, speaking with respondent.
2. No, speaking with gatekeeper/someone else.

[P1] If Person Reached Is Respondent

Our team at Westat is working with FNS to better understand the experiences of Tribal Organizations and U.S. territories in administering WIC and to identify program and policy adjustments to improve WIC for you and your participants. I am calling today to check your availability for a 90-minute virtual interview.

If the Answer Is No

Your agency's participation in this study is very important to help FNS better understand how WIC is operated and administered in Tribal Organizations and U.S. territories. Findings may help identify policy or program adjustments to improve WIC for you and your participants. We would be happy to schedule the interview at a time convenient for you any time before [end of virtual interview data collection period]. If you are not able to participate, is there anyone else from your agency who could speak with us as part of this study?

If the Contact Agrees to Participate

Great! Thank you for agreeing to participate. When would be a convenient time to schedule the interview?

[Interviewer and contact identify interview time]

Thank you. Can you please confirm your email address so I can send you a calendar invite and some more information?

[Contact confirms email address]

Thank you. I will send you an email with a calendar invite, meeting link, and call-in number. The email will also include more information about the study, the informed consent form, and the interview questions. Please review the informed consent form ahead of the interview, but there is no need to review the interview questions in advance. Would you like anyone else to join this interview?

[If yes, collect names and email addresses of up to two additional interviewees]

Thank you again for agreeing to participate in this important study. Do you have any other questions?

If the Contact Suggests Another Interviewee

Thank you for letting us know that [contact name] should join the interview. Can you please share with me their role at your WIC agency, email address, and phone number?

[Collect role and contact information]

Thank you. I will contact [alternative contact name] about this request. May I copy you on the email?

If Gatekeeper (Someone Else) Is Reached

Can you please transfer me to [agency contact name]?

3. Yes, transferred to [agency contact name]—**return to P1**
4. No, respondent won't transfer—**continue to P2**
5. Yes, transferred to [agency contact name's] voicemail—**skip to P3**

If Leaving Message With Gatekeeper

[P2] Can you please let [agency contact name] know that I am calling on behalf of the USDA Food and Nutrition Service about the WIC Tribal Organizations and U.S. Territories study? We're following up on their interest in participating in the study and would like to schedule an up to 90-minute virtual interview with [agency contact name] as part of this study. I would appreciate if they could give me a call back or respond to the email, even if they are no longer able to participate in the study. The best way to contact me is by email, WICTTstudy@westat.com, or phone [interviewer's phone number]. Thank you for your help.

If Transferred and Agency Contact Voicemail Reached

[P3] Hello, my name is **[interviewer name]**. I work at Westat and am calling regarding USDA Food and Nutrition Service's WIC Tribal Organizations and U.S. Territories study. We're following up to see if you are still interested in participating and would like to schedule a 90-minute virtual interview with you as part of this study. The purpose of this interview is to learn about how your agency administers and implements WIC, your program's strengths and challenges, and your recommendations for Federal program or policy adjustments to improve WIC for you and your participants. I have sent a few emails to you at **[contact's email address]** with more information and a link to schedule the interview. We are happy to schedule the interview at a time convenient for you before **[virtual data collection end date]**. Please contact me at your earliest convenience to schedule the interview or if you are no longer able to participate in the study. You can reach me by email at WICTTstudy@westat.com or by phone at **[interviewer's phone number]**. We appreciate your time and assistance with this important study. Thank you.

Email Reminder: FNS Regional Office to WIC Director

- **To:** As needed: WIC directors of agencies not participating in a site visit (22 case study agencies and approximately 15 geographic State agencies)
- **From:** Regional Office point of contact
- **Subject:** Reminder! Virtual interview request: *WIC Tribal Organizations and U.S. Territories*
- **Attachments:** Project FAQ sheet (submitted with the outreach materials), virtual interview informed consent form, interview questions

Dear [WIC agency director],

I am reaching out about the U.S. Department of Agriculture's Food and Nutrition Service (FNS) study, *WIC Tribal Organizations and U.S. Territories*. Through this study, FNS aims to learn more about best practices, operational barriers and variations, and suggestions for improvement. The study team from Westat recently contacted you with a request to participate in an up to 90-minute virtual interview. The [Regional Office name] encourages you to participate.

If you are willing to participate in this interview, please use this link [hyperlink to Calendly provided by Westat] to schedule the interview at a time convenient for you by [date]. You are welcome to invite up to two other staff members who you think would have valuable information to share. Please select an interview time that works for all participants. Interviews will be conducted using Microsoft Teams. Please review the attached informed consent form before the interview. A copy of the interview questions is also attached for your convenience.

If you can no longer participate in this interview or if you have any questions or concerns, please let me know as soon as possible.

On behalf of Westat and FNS, we appreciate your time and participation in this important study. FNS and Westat plan to share findings with WIC agencies through a webinar and other products.

Thank you,

[Regional Office name and signature]

[Placeholder for OMB clearance information]

Public Burden Statement

This information is being collected to assist the Food and Nutrition Service in learning about variations in WIC operations between Tribal Organizations, U.S. territories, and geographic States. FNS will use the information to inform program or policy changes that may reduce operational barriers and enhance services for WIC participants. 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-XXX. The time required to complete this information collection is estimated to average 0.0835 hours (5 minutes).

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