

Appendix M.2.

WIC & FMNP vendor/outlet staff case study interview recruitment email from the research study team

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/Farmers/Farmers' Market Staff]

From: The research study team

When: One week after agency director email

Subject: Welcome to the WIC Modernization Evaluation

Dear [WIC vendor staff/Farmers/Farmers' Market Staff],

Congratulations on being selected to participate in the **WIC Modernization Evaluation**! You should have received an email last week from [State/local WIC agency director] introducing the study. In short, the Food and Nutrition Service (FNS) contracted with Mathematica and partners, MEF Associates and the Nutrition Policy Institute (NPI), to lead this evaluation. As part of the evaluation, we are conducting local case studies to develop a deeper understanding of the experiences of [WIC vendor staff/farmers/farmers' market staff] implementing and participating in the recent updates to the WIC & FMNP programs.

You have been identified by [WIC State/local agency director] as a knowledgeable interview candidate based on your work with [AGENCY NAME]. We appreciate all input you have and are eager to hear about your experiences with WIC over the past few years. FNS will use your input to continue improving the WIC program for [WIC vendor staff/farmer/farmers' market staff] like you.

About the interview

The interview will take about one hour to complete. The interview questions cover a number of different areas where staff from WIC vendors and farmers/farmers' market staff have been involved in WIC/FMNP modernization efforts. For participating in this interview, you will receive a \$50 [TYPE] gift card.

The study team will be at [LOCATION] during the week of [DATES]. Please let us know by [DATE] if you are available at one of the following days and times for the interview:

- Date, time 1, [location]
- Date, time 2, [location]
- Date, time 3, [location]

If you have any questions or concerns about the study, please reply to this email or 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 so much for taking the time to participate in this important study!

Sincerely,

[CASE STUDY TEAM LEAD]

Case study lead, WIC Modernization Evaluation