

Attachment J – Sample Recruitment Email for Parent/Caregiver Focus Group

MM/DD/YY

Dear Parent or Guardian,

Recently, your child has been offered the exciting opportunity to participate in several nutrition education and food preparation activities in the after-school program. The *Team Nutrition Cooks!* program has been developed by the U.S. Department of Agriculture (USDA) to educate children and their families nationwide about healthy eating and cooking. The USDA, along with a contracted research team, is now looking to gather feedback to understand the effectiveness of the program.

We invite you to join us for the last lesson where the students will showcase their final recipe and share a taste with you! While the children are still under our care, we invite you to participate in a brief focus group. The focus group will be an opportunity for you to share any feedback and observations you have had about your child's cooking and/or eating behavior as well as any feedback you may have about the program materials. We are looking for approximately eight to 10 parents for the focus group, which will be held at X:00pm and last approximately 60 minutes. A meal will also be provided.

Participation in the focus group is completely voluntary. If you are willing and able to attend, please RSVP to the research team at ux@forsmarshgroup.com or by calling 571-858-3817. We've been so pleased to participate in this study and look forward to shaping the future of this program.

Kindest regards,

[School Principal or Program Administrator]

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