

**TELEPHONE SCRIPT FOR RECRUITMENT:  
DISTRICT**

[PRIOR TO CALLING, CHECK DATE LETTER WAS SENT, SUPERINTENDENT'S/DELEGATED CONTACT'S NAME, STATE/DISTRICT INFO, COMMUNICATIONS HISTORY BETWEEN ICF AND DISTRICT, COMMUNICATIONS BETWEEN DISTRICT AND SCHOOL, AND GENERAL SCHOOL INFO.]

*The recruiter may or may not speak to the school's superintendent. You may speak to an assistant or some other member of the superintendent's administrative staff.*

**BEGIN SCRIPT**

Hello. My name is \_\_\_\_\_ and I'm calling on behalf of the Presidential Youth Fitness Program, the U.S. Centers for Disease Control and Prevention and the Robert Wood Johnson Foundation. [SUPERINTENDENT'S NAME] was recently sent a letter via FEDEX from ICF International, describing the Presidential Youth Fitness Program Evaluation. ICF has been contracted by the PYFP, CDC and Robert Wood John Foundation to conduct this evaluation. I am calling today to see if your office has received this letter.

Did you receive that letter? This letter was sent on [DATE], via FEDEX, to [SUPERINTENDENT'S NAME] and our records indicate it arrived on [DATE]. The letter was from the Presidential Youth Fitness Program, dated [DATE], signed by Jane Wargo, and there were several other materials enclosed as well, including information about how the evaluation will be conducted.

Were you able to review the materials?

If yes – skip to *Approval for School Participation Section*

If not – continue to the section below

***EXPLANATION OF EVALUATION (once a contact has been identified):***

Let me just take a few minutes to briefly tell you about this evaluation. [IF CONTACT DOES NOT HAVE MATERIALS THAT WE SENT]: I'd be happy to email or fax you a copy of the information at the end of our conversation.

The purpose of the evaluation is to determine the impact of the Presidential Youth Fitness Program. The PYFP evaluation has been designed to assess how the program was implemented as well as student, PE teacher and school-level outcomes. To do this, we plan to conduct surveys with PE teachers, students and school administrators as well as student fitness assessments conducted at the beginning and end of the PE semester. In a subset of schools, we also will conduct focus groups with PE teachers, parents and students and accelerometry data collection with students enrolled in physical education.

[ENTER SCHOOL NAME] was selected to participate in this evaluation because the school is participating in [Round 2 or 3] of the PYFP.

As a symbol of our appreciation for contributing time and support, we will provide each participating school with all fitness assessment equipment used for the evaluation. The equipment will include a high quality stadiometer and digital scale along with other assessment supplies, all valued at \$425. All participating schools will also receive a \$300 gift card to purchase school supplies. Any school participating in accelerometry and/or focus groups will receive an additional \$200 gift card. School-level results of the fitness assessments and student surveys will be shared with each school at the end of the evaluation. Each participating school will be asked to identify a school liaison who will serve as the primary point of contact for all evaluation activities. School liaisons will be provided with a monetary award in appreciation for their time and support. All school liaisons will receive a \$300 gift card. Those who assist with accelerometry will receive an additional \$300 and those assisting with focus groups, an additional \$100. A nominal token of appreciation will also be provided to students participating in the accelerometer data collection (a non-monetary prize equivalent to \$15 at the beginning of the semester and another one equivalent to \$35 at the end of the semester. Parents and teachers participating in the focus groups taking place outside of the school hours will receive a \$15 gift card. For teachers who participate in focus groups during school hours, no tokens of appreciation will be provided. Students participating in the focus groups will receive a non-monetary prize equivalent to \$15. The details related to data collection activities and thank you gifts are provided on the enclosed PYFP Evaluation Overview and Acknowledgement Form.

We understand that school staff are very busy, so the PE teacher focus groups will be scheduled at a time that is convenient for each person identified. We also will make PE teacher and school administrator surveys available electronically so they can be completed outside of the school day. For student fitness assessments and surveys, we will work with schools and PE teachers to ensure there is a minimal class time used for data collection.

**(ADDITIONAL INFORMATION ON BURDEN AND PROCEDURES)**

All 6<sup>th</sup> grade PE classes will be selected to participate in the evaluation. We will ask PE teachers to complete beginning of semester fitness assessments using the equipment provided by the evaluation team. Trained members the PYFP team will travel to the school to conduct end of semester fitness assessments so as not to increase the burden on the PE teacher. Members of the evaluation team will also be responsible for administering the student surveys and all focus groups and the ICF team will call on the school liaisons to assist as needed. The main role of the school liaisons will be to assist with recruitment such as distributing recruitment packets to students and collecting parent consent forms as well as coordination of accelerometry data collection.

Confidentiality will be maintained throughout the entire data collection process. No results will be reported by student or staff name, class, school, school district, city, or state. Participation in the

evaluation activities are completely voluntary. However, it is very important that we achieve a high participation rate for the results to be valid. We plan to share the de-identified fitness assessment and student survey results with each school at the end of the evaluation.

### **APPROVAL FOR SCHOOL PARTICIPATION**

- Do you have any questions for me? Are there any issues you would like to discuss? If you have no further questions, do we have your support to conduct the PYFP evaluation at [SCHOOL NAME]?
- **If approved:** Thank you very much for allowing us to conduct this evaluation in your school district. Please be sure to forward the principal information packet included in the envelope sent to you on to [SCHOOL PRINCIPAL'S NAME] and initial the label on the front indicating you have received and approved participation in the PYFP evaluation.

### **IDENTIFICATION OF SCHOOL LIAISON**

Now I will need to take a few minutes to identify the persons we should consider to work with us as a school liaison. The school liaison will assist in distributing information about the Presidential Youth Fitness Program, collection permission forms, scheduling focus groups, distributing and collecting accelerometers, and distributing respondent thank you gifts. The liaisons will work with our evaluation team at ICF International and will be provided with a monetary thank you gift for their efforts. Could you identify two or three people who could serve as a liaison? For example, this person could be a district health and wellness coordinator, school nurse, lead teacher or department head. Is there any one you could recommend we consider to serve as a school liaison?

**If yes →** Can I get the name and title of this person?

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_

**Is there anyone else you would recommend?**

**If yes →** Can I get the name and title of this person?

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Thank you.

***Liaison Incentives***

We would like to provide thank you gifts in appreciation for this person's time and effort in assisting in the evaluation. Are we able to give the thank you gifts directly to the liaison in appreciation for their assistance with the evaluation?

As a sign of appreciation for your efforts, the liaison who assists with activities related to PE teacher, student and administrator surveys as well as fitness assessments will receive a thank you gift of \$300 (approximately 15-20 hours). Liaisons assisting with accelerometry data collection activities will receive an additional \$300 (an additional 15-20) hours and those assisting with focus group scheduling and coordination, an additional \$100 (4-8 hours).

***Ending call***

We will be sending some information to these individuals to gauge their willingness and interest and we will keep you informed about who will serve as the school liaison for this evaluation. Please feel free to call Isabela Lucas with questions at 404-592-2155.