



OMB Control No: 0584-0471

Expiration Date: XX/XX/20XX

Appendix B12. Telephone Script to Collect Quarterly Data

INITIAL CONTACT

Hello. This is <NAME> calling from Westat with regard to USDA's School Food Purchase Study. May I speak with [RESPONDENT'S NAME]?

(IF SPEAKING TO THE RESPONDENT, GO TO B1.)

(IF SPEAKING TO SOMEONE ELSE, SAY:) Is there a direct line to reach him/her?

(IF YES, RECORD NUMBER IN SPACE BELOW. ENTER THIS NUMBER IN THE MESSAGE FIELD AT THE END OF THE CALL.)

Could you please transfer me to (RESPONDENT'S NAME)?

RESPONDENT'S DIRECT PHONE NUMBER:

Is he/she available?

YES (GO TO B2. IF TRANSFERRED)

NO (GO TO A. RESPONDENT NOT AVAILABLE)

A. RESPONDENT NOT AVAILABLE

(IF SPEAKING TO A PERSON WHO IS NOT THE RESPONDENT): Recently we sent an email to [RESPONDENT NAME] with a request to upload food purchase and quarterly program data for the USDA School Food Purchase Study. Do you know whether [RESPONDENT'S NAME] might have forwarded the email to someone else to complete the request?

Yes, knows name of new person

May I have the name, title, and contact information for that person? (ENTER THE CONTACT INFORMATION IN THE MESSAGE FIELD.)

The U.S. Department of Agriculture is conducting this study to obtain updated national estimates of food acquisitions and a description and analysis of food purchase practices of school districts participating in the Federally supported school meal programs. The estimates will provide information on the type, volume and source of foods acquired, the relative importance of USDA Foods, and changes in food composition and cost over time. Participation in this study by individuals is voluntary and the information collected will be used to understand school meal program trends and practices associated with food buying efficiency. 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 0584-0471. The time required to provide this information collection is estimated to average 5 minutes per response, including the time to review instructions, search existing data resources, gather and maintain the data needed, and complete and review 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, Office of Policy Support, 1320 Braddock Place, Alexandria, VA 22314 ATTN: PRA (0584-0471).

CONTACT:

No, does not know name or whether given to someone else (CONTINUE BELOW)

Could I leave a voicemail message for [RESPONDENT'S NAME]?

I am also happy to call back when [RESPONDENT NAME] is available. When is a good time to do so? If [RESPONDENT'S NAME] prefers, she/he can reach me toll-free at [insert number] END OF CALL.

Callback Date/Time:

If person on phone transfers you to voicemail: (GO TO D. VOICEMAIL SCRIPT)

B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE:

B1. If Speaking to Respondent

I am following up to discuss the request and submission timeline for USDA's School Food Purchase Study. (GO TO B3. PURPOSE OF CALL)

B2. If Transferred

Hello, my name is [YOUR NAME] and I'm calling from Westat. We recently sent you an email requesting you submit your food purchase and program data for the [1st/2nd/3rd/4th] quarter for USDA's School Food Purchase Study. (GO TO B3. PURPOSE OF CALL)

B3. Purpose of Call

My records indicate that we have sent you [#] emails, the last email was sent on <DATE>. The email details the request and the process to submit this information. We noticed that you haven't submitted this data, so we just wanted to be sure that you received these email messages.

B4. Verify Contact Information

The email address we have for you is [EMAIL]. Is that correct? (UPDATE IF NECESSARY AND CONFIRM THAT THE LOGIN INFORMATION WILL BE SENT RIGHT AWAY.)

B5. Respond to Questions or Concerns

1. Do you have any questions about the data we are requesting?
 - YES (ANSWER QUESTIONS, THEN GO TO QUESTION 2; IF THE RESPONDENT HAS A QUESTION TO WHICH YOU DO NOT KNOW THE ANSWER, ASK IF YOU MAY HAVE YOUR SUPERVISOR CALL THEM BACK; THEN GO TO QUESTION 2)
 - NO (GO TO QUESTION 2)

2. Have you been able to start the data request?
 YES Great! Please remember to submit the data as soon as possible.
 NO Okay. Sorry to hear that.

3. Do you have trouble accessing the data needed?
 YES Please explain which data you are unable to access (OPEN-ENDED)_____ [refer to website with examples and ask if they would like to walk through what is needed]
 NO Great!

4. Do you know your PIN number?
 YES
 NO (Interviewer provides unique PIN number).

5. Do you know how to submit the data to Westat?
 YES
 NO (Interviewer describes submission procedures and provides the link).

6. Do you have any other questions?
 YES Please explain how we may assist (OPEN-ENDED)_____
 NO

As a reminder, please upload the data at www.PurchaseStudy.com by entering the unique PIN #. Thank you for your time. **GO TO C1.**

C1. Reminder and Thank You

I encourage you to submit the data by [date]. This request should not take more than 5 hours including the time it takes you to collect the data from your systems. We are available provide technical assistance if you need it. Please contact the study's Technical Assistance Center by emailing PurchaseStudy@westat.com or calling XXX-XXX-XXXX. The TAC is available weekdays from 9am to 4pm EST and the message line is available 24/7, with responses provided the following business day.

Thank you for your time. **END OF CALL.**

D. VOICEMAIL SCRIPT

Hello, I'm [YOUR NAME]. I'm calling from Westat with regards to the U.S. Department of Agriculture's School Food Purchase Study. We noticed that you have not yet submitted food purchase and/or quarterly program data. We hope you are able to submit it this week. We are available to provide technical assistance if you need it. If you have not received the email with the request, or have any questions or concerns about what is required, please contact the study's Technical Assistance Center by

emailing PurchaseStudy@westat.com or calling XXX-XXX-XXXX. The TAC is available weekdays from 9am to 4pm EST and the message line is available 24/7, with responses provided the following business day.

Thank you. **END OF CALL.**