



United States
Department of
Agriculture

Food and
Nutrition
Service

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Alexandria, VA
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DATE: November 13, 2013

MEMO CODE: CACFP 04-2014

SUBJECT: CACFP Needs Assessment Research Launch

TO: Regional Directors
Special Nutrition Programs
All Regions

State Directors
Child Nutrition Programs
All States

As part of the Healthy, Hunger-Free Kids Act of 2010, Section 221, the Food and Nutrition Service is preparing to launch a nationwide research survey of the Child and Adult Care Food Program (CACFP) participants that serve children up to age five. The survey will be conducted by KRC Research, an independent survey research company.

The purpose of the survey is to get input from State agencies, sponsoring organizations, child care centers, and family day care homes across the United States about nutrition, physical activity, and electronic media use in centers and homes. Results from the research will be used in the development of nutrition and wellness resources and technical assistance materials for CACFP providers. The 20-minute survey will be conducted online for all audiences, or by telephone, as needed, among centers and homes. The survey for sponsors, centers, and homes will also be available in both English and Spanish.

Currently the researchers are compiling contact lists from which the survey samples will be drawn. Andrea Farmer from our office has been in touch with States and Territories for contact information. We greatly appreciate the cooperation of all those who have responded to the request. To be sure we have a sample that is truly representative of the nation as a whole, it is important to include as many States as possible. In the next step of the project, KRC Research will be contacting sponsoring organizations for information on the centers and homes they sponsor.

To ensure the success of this project, we are asking that States do the following:

1. If you haven't already, please provide the requested contact information to Andrea Farmer. She can be reached at andrea.farmer@fns.usda.gov or 703.305.2470.
2. Inform the sponsoring organizations in your State that they soon will be contacted by KRC Research to provide contact information on their centers and homes.

Regional Directors

State Directors

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3. Announce to your institutions that they may be randomly selected to participate in the survey when it launches and encourage them to do so. Ask your sponsors to similarly notify their centers and homes about their potential selection for the survey.
4. Represent your State agency by completing the survey when requested.

Thank you for your support of this important endeavor. Please contact Andrea Farmer if you have additional questions.

A handwritten signature in blue ink that reads "Cynthia Long". The signature is written in a cursive style with a large initial 'C' and a long, sweeping tail on the 'y'.

Cynthia Long
Director
Child Nutrition Division