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DEPARTMENT OF HEALTH AND HUMAN SERVICES

**[Document Identifier: OS-0990-new]
[30-day notice]**

Agency Information Collection Request. 30-Day Public Comment Request

AGENCY: Office of the Secretary, HHS

In compliance with the requirement of section 3506(c)(2)(A) of the Paperwork Reduction Act of 1995, the Office of the Secretary (OS), Department of Health and Human Services, is publishing the following summary of a proposed collection for public comment. Interested persons are invited to send comments regarding this burden estimate or any other aspect of this collection of information, including any of the following subjects: (1) The necessity and utility of the proposed information collection for the proper performance of the agency's functions; (2) the accuracy of the estimated burden; (3) ways to enhance the quality, utility, and clarity of the information to be collected; and (4) the use of automated collection techniques or other forms of information technology to minimize the information collection burden.

To obtain copies of the supporting statement and any related forms for the proposed paperwork collections referenced above, e-mail your request, including your address, phone number, OMB number, and OS document identifier, to Sherette.funncoleman@hhs.gov, or call the Reports Clearance Office on (202) 690-5683. Send written comments and recommendations for the proposed information collections within 30 days of this notice directly to the OS OMB Desk Officer; faxed to OMB at 202-395-5806.

Proposed Project: Evaluation of the Consumer Education Campaign “Make the Call - Don't Miss a Beat”,- OMB No. 0990-NEW - The Office on Women’s Health (OWH)

Abstract: The "Make the Call. Don't Miss a Beat" campaign is a national Public Service Announcement (PSA) campaign that aims to educate, engage and empower women and their families to learn the seven most common symptoms of a heart attack and to call 911 as soon as those symptoms arise. The campaign launched in February, 2011 and includes TV, radio, print and social media PSA. This study will collect information on awareness of the “Make the Call - Don't Miss a Beat” campaign, knowledge about heart disease, and likelihood of calling 911 as the first response to the symptoms of a heart attack. These questions will be added to an existing study conducted by the American Heart Association. Information will be collected through the use of a probability sample, Random Digit Dial telephone survey. The respondent base will be surveyed only once, as this is a single-wave survey. The sampling plan is to include a minimum of 1200 women from the United States general population.

Estimated Annualized Burden Table

Form	Type of Respondent	Number of Respondents	Number of Responses per Respondent	Average Burden hours per Response	Total Burden Hours
Screener	General Population, Adult Women, 25+	4300	1	2/60	143
Main instrument	General Population, Adult Women, 25+	1200	1	4/60	80
Total					223

Keith A. Tucker

Office of the Secretary

Paperwork Reduction Act Clearance Officer

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