



[BILLING CODE 4140-01-P]

DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health

Proposed collection: 60-day comment request

Generic Clearance to Support the Safe to Sleep[®] Campaign at the Eunice Kennedy Shriver

National Institute for Child Health and Human Development (NICHD)

AGENCY: National Institutes of Health.

ACTION: Notice.

SUMMARY: In compliance with the requirement of the Paperwork Reduction Act of 1995 to provide opportunity for public comment on proposed data collection projects, the Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), the National Institutes of Health (NIH) will publish periodic summaries of proposed projects to be submitted to the Office of Management and Budget (OMB) for review and approval.

DATES: Comments regarding this information collection are best assured of having their full effect if received within 60 days of the date of this publication.

FOR FURTHER INFORMATION CONTACT: To obtain a copy of the data collection plans and instruments, submit comments in writing, or request more information on the proposed project, contact: Lorena Kaplan, M.P.H., CHES, Office of Communications, Eunice Kennedy Shriver National Institute of Child Health and Human Development, National Institutes of Health, 31 Center Drive, Room 2A32, Bethesda, Maryland 20892, or call non-toll free number (301) 496-6670 or Email your request, including your address to lorena.kaplan@nih.gov.

Formal requests for additional plans and instruments must be requested in writing.

SUPPLEMENTARY INFORMATION: Section 3506(c)(2)(A) of the Paperwork Reduction Act of 1995 requires: written comments and/or suggestions from the public and affected agencies are invited to address one or more of the following points: (1) Whether the proposed collection of information is necessary for the proper performance of the function of the agency, including whether the information will have practical utility; (2) The accuracy of the agency's estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions used; (3) Ways to enhance the quality, utility, and clarity of the information to be collected; and (4) Ways to minimize the burden of the collection of information on those who are to respond, including the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

Proposed Collection Title: Generic Clearance to Support the Safe to Sleep[®] Campaign at the Eunice Kennedy Shriver National Institute for Child Health and Human Development (NICHD), 0925-0701 Reinstatement without Change Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD), National Institutes of Health (NIH).

Need and Use of Information Collection: This is a request to reinstate without change a generic clearance that would be used for submissions specific to the Eunice Kennedy Shriver National Institute of Child Health and Human Development (NICHD) Safe to Sleep[®] (STS) public education campaign. Submissions for the STS campaign will be used to assess the understanding and reach of STS campaign materials and messages, and to monitor and improve campaign activities such as training workshops and overall implementation. The purpose of this

information collection is to monitor and modify campaign activities, to plan future campaign activities, to develop messages and materials, and to develop distribution and outreach strategies that are effective at communicating their message to bring about the intended response, awareness, and/or behavioral change for the target audiences. This generic clearance will enable the NICHD to: 1) more efficiently assess the implementation of campaign activities; 2) better understand the target audiences' knowledge, attitudes, and beliefs toward STS messages and materials; 3) better understand how the campaign activities have influenced the target audiences' behaviors and practices; and 4) monitor and improve activities such as trainings, materials, and messages. Having a way to gather feedback on the STS campaign activities is critical to assessing the reach and effect of campaign efforts. Data collected for the campaign can inform where future STS campaign resources can produce the most meaningful results.

Data collected for the STS campaign generic clearance will be used by a number of audiences, including STS campaign staff, NICHD leadership, STS campaign collaborators, Federal SUID/SIDS Workgroup members, SUID/SIDS stakeholders, clinical and maternal and child health professionals. These audiences may use the information collections to: 1) develop new campaign messages, materials, and/or training curricula; 2) monitor and improve campaign activities; 3) make decisions about campaign activities; 4) inform current campaign activities; and 5) inform and/or change practices and behaviors of program participants.

Examples of the types of information collections that could be included under this generic clearance include: Focus groups and in-depth interviews with parents/caregivers and/or health professionals to get feedback on distribution and outreach activities, and/or campaign

messages; and Surveys with parents/caregivers and/or health professionals to: 1) assess the usefulness of the new STS campaign materials, including print and on-line materials and a video, 2) track outreach experiences of program participants, 3) assess training participants' changes in knowledge related to safe infant sleep behavior and implementation of outreach methods taught, and 4) assess program participants' resource needs.

The sub-studies for this generic clearance will be small scale, designed to obtain results frequently and quickly to guide campaign development and implementation, inform campaign direction, and be used internally for campaign management purposes. NICHD's current scope and capacity for STS generic sub-studies is non-existent and this request would fill this gap.

OMB approval is requested for 3 years. There are no costs to respondents other than their time. The total estimated annualized burden hours are 12,920.

Estimated Annualized Burden Hours

Form Name	Type of Respondents	Number of Respondents	Number of Responses per Respondent	Average Burden Per Response (in hours)	Total Annual Burden Hours
Focus Groups	General Public	45	1	1	45
Interviews	General Public	45	1	1	45
Pre/Post Tests	General Public	3,500	2	15/60	1,750
Pre/Post Tests	Health Professionals	20,000	2	15/60	10,000
Surveys	Health Professionals	2,000	1	30/60	1,000
Tracking/Feedback Form	Health Educators	40	2	1	80
Total		25,630	49,170		12,920

Dated: August 23, 2017

Jennifer Guimond

Project Clearance Liaison

Eunice Kennedy Shriver National Institute of Child Health and Human Development

National Institutes of Health

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