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

AGENCY: National Institutes of Health, HHS.

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.

DATE: 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, exp., date 02/28/2021, REVISION, 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 for a revision to a generic
clearance 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 key informant 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 multi-media materials, 2) track outreach experiences of program participants, 3) assess training participants’ changes in knowledge related to safe infant sleep behavior and implementation of learned outreach and education methods, and 4) assess program participants’ resource needs.

The sub-studies for this generic clearance will be small in 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 13,305.
Estimated Annualized Burden Hours

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<tr>
<th>Form Name</th>
<th>Type of Respondents</th>
<th>Number of Respondents</th>
<th>Number of Responses per Respondent</th>
<th>Average Burden per Response, in Hours</th>
<th>Total Annual Burden Hours</th>
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<td>Interviews</td>
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Jennifer M. Guimond,

Project Clearance Liaison,

Eunice Kennedy Shriver National Institute of Child Health and Human Development,

National Institutes of Health.

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