



DEPARTMENT OF HEALTH AND HUMAN SERVICES

[Document Identifier: OS-0990-0281]

Agency Information Collection Request. 60-Day Public Comment Request

AGENCY: Office of the Secretary, HHS.

ACTION: Notice.

SUMMARY: In compliance with the requirement 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.

DATES: Comments on the ICR must be received on or before **[INSERT DATE 60 DAYS AFTER DATE OF PUBLICATION IN THE FEDERAL REGISTER]**.

ADDRESSES: Submit your comments to Sherrette.Funn@hhs.gov or by calling (202) 795-7714.

FOR FURTHER INFORMATION CONTACT: When submitting comments or requesting information, please include the document identifier 0990-0281-60D and project title for reference, to Sherrette A. Funn, email: Sherrette.Funn@hhs.gov, or call (202) 795-7714 the Reports Clearance Officer.

SUPPLEMENTARY INFORMATION: 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.

Title of the Collection: Prevention Communication Formative Research

Type of Collection: Revision

OMB No.: 0990-0281

Abstract: The Office of Disease Prevention and Health Promotion (ODPHP) is focused on developing and disseminating health information to the public. ODPHP faces an increasingly urgent interest in finding effective ways to communicate health information to America's diverse population. ODPHP strives to be responsive to the needs of America's diverse audiences while simultaneously serving all Americans across a range of channels, from print to new communication technologies. To carry out prevention information efforts, ODPHP is committed to conducting formative and usability research to provide guidance on the development and implementation of their communication and education efforts. The information collected will be used to improve communication, products, and services that support key office activities including: Healthy People, Dietary Guidelines for Americans, Physical Activity Guidelines for Americans, the Move Your Way Campaign and the President's Council on Sports, Fitness & Nutrition. ODPHP communicates through its website (www.health.gov) and through other channels including social media, print materials, interactive training modules, and reports. Data collection will be qualitative and quantitative and may include in-depth interviews, focus groups, web-based surveys, omnibus surveys, card sorting, and various forms of usability testing of materials and interactive tools to assess the public's understanding of disease prevention and health promotion content, responses to prototype materials, and barriers to effective use.

The program is requesting a 3-year extension of the clearance.

Annualized Burden Hour Table

Forms (If necessary)	Number of Respondents	Number of Responses per Respondents	Average Burden per Response	Total Burden Hours
In-depth interviews-Screener	1,500	1	10/60	250
In-depth interviews-Instrument	500	1	1.00	500
Focus groups—Screener	2,925	1	10/60	487.5

Focus groups-- Instrument	975	1	1.50	1,462.5
Intercept interviews	5,250	1	5/60	437.50
Cognitive testing of instruments--Screenener	150	1	10/60	25
Cognitive testing of instruments—Cognitive test	50	1	2.00	100
Web-based surveys--Screenener	30,000	1	5/60	2,500
Web-based surveys-- Survey	10,000	1	15/60	2,500
Omnibus surveys	2,100	1	10/60	350
Gatekeeper reviews	325	1	30/60	162.5
Card sorting—Screenener	600	1	10/60	100
Card sorting—Card sort	200	1	1.00	200
Usability and prototype testing of materials (print and web)—Screenener	1,800	1	10/60	300
Usability and prototype testing of materials (print and web)—usability tests	600	1	1.00	600
Total				9,975.00

Sherrette A. Funn,

Paperwork Reduction Act Reports Clearance Officer,

Office of the Secretary.

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