

**Response to OMB Notice of Action for 0584-0523**  
Terms of Clearance from 12/10/2003

The Terms of Clearance for the approved Notice of OMB Action is as follows:

CNPP will ensure that all formative research conducted will not be duplicative of work conducted by other programs in FNS. Furthermore, CNPP will consult with other relevant programs in FNS to ensure that individual members of the public are not burdened with participating in multiple collections. CNPP will continue to use screening measures when conducting random sampling to ensure that individual members of the public area not included in multiple studies within designated periods of time. CNPP will also consult with other relevant FNS programs to ensure that studies are not duplicative, and that outcomes are shared as appropriate.

Response to Terms of Clearance:

Formative research is not duplicative of work conducted by FNS as work in CNPP directly involves the development of messages and materials for professional audiences and the general public in support of the *Dietary Guidelines for Americans* as required by the National Nutrition Monitoring and Related Research Act of 1990 (7 U.S.C. 5341) and 7 CFR 2.19(a)(3).

MyPyramid, also produced in CNPP, is the primary nutrition education tool used in translating the *Dietary Guidelines for Americans* to the general public. Formative research performed by FNS is used specifically in support of FNS nutrition assistance programs.

Materials produced by CNPP as a result of the formative research performed is shared with and used by FNS. An example of this “sharing of information” occurred in FNS over the past year through the delivery of four Dietary Guidelines and MyPyramid FNS Training Sessions. These sessions provided updates on the Dietary Guidelines and MyPyramid (new recommendations, new products, results of consumer testing, etc.) with a specific focus on how the changes would impact individual FNS programs as well as the impact on individual lives. The sessions were well received and proved to be a valuable way for CNPP to share information with FNS. Other methods of information dissemination include publishing in appropriate journals, as well as providing presentations and sponsoring poster sessions at meetings and national conferences.

Screening of individuals among the public has been and will continue to be performed by the individual testing facility to determine whether or not individuals have recently participated in focus groups or interviews. If participation occurred within the last 6 months, the conversation will be terminated and the potential participant will not be considered for this particular round of testing.

**GENERIC CLEARANCE TO CONDUCT FORMATIVE RESEARCH  
FOR THE DEVELOPMENT OF NUTRITION EDUCATION MESSAGES  
AND MATERIALS FOR THE GENERAL PUBLIC  
OMB CLEARANCE SUPPORTING STATEMENT**

August 30, 2006

Submitted by:

Center for Nutrition Policy and Promotion  
USDA Food, Nutrition and Consumer Services  
3101 Park Center Drive, Room 1034  
Alexandria, VA 22302

# CONTENTS

## Chapter

	<b>Page</b>
A. JUSTIFICATION	
1. Explain the circumstances that make the collection of information necessary.	1
2. Indicate how, by whom, and for what purpose the information is to be used.	4
3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques.	5
4. Describe efforts to identify duplication.	5
5. Impacts on small businesses or other small entities.	6
6. Consequences to Federal program or policy activities if the collection is not conducted or is collected less frequently.	6
7. Circumstances that would cause an information collection to be conducted in a manner that is inconsistent with 5 CFR 1320.6.	7
8. Provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice.	7
9. Explain any decision to provide any payment or gift to respondents.	8
10. Assurance of confidentiality provided to respondents.	8
11. Justification for any questions of a sensitive nature.	8
12. Estimates of the hour burden of the collection of information.	9

<b>Chapter</b>	<b>Page</b>
13. Provide an estimate of the total annual cost burden to respondents or record keepers resulting from the collection of information.	10
14. Provide estimates of annualized cost to the Federal government.	10
15. Explain the reasons for any program changes or adjustments reported in Items 13 or 14 of the OMB Form 83-1.	10
16. For collection of information whose results will be published, outline plans for tabulation and publication.	11
17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.	11
18. Explain each exception to the certification statement identified in Item 19.	12
<b>B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS</b>	<b>12</b>
<b>C. APPENDICES</b>	<b>12</b>
APPENDIX 1      Statute section and regulation authorizing nutrition-related research	13
APPENDIX 2      Federal Register Notice	
15	
APPENDIX 3      OMB Burden Statement	
19	

**A. JUSTIFICATION**

**1. Explain the circumstances that make the collection of information necessary.**

**a. Delegated Authority and Mission of the Center for Nutrition Policy and Promotion**

The Center for Nutrition Policy and Promotion (CNPP) of the U.S. Department of Agriculture (USDA) conducts consumer research to identify key issues of concern related to the understanding and use of the *Dietary Guidelines for Americans* and *MyPyramid*. The *Dietary Guidelines*, a primary source of dietary health information, are issued jointly by the USDA and Health and Human Services and serve as the cornerstone of Federal nutrition policy to form the basis for nutrition education efforts of these agencies. *MyPyramid* is a tool which helps consumers understand and use the *Dietary Guidelines*. The information collected from consumer research will be used in the reassessment and potential revision of the *Dietary Guidelines* and *MyPyramid*. USDA will have the lead responsibility for the 2010 *Dietary Guidelines* revision process from which new messages and materials may be developed.

CNPP works to improve the health and well-being of Americans by developing and promoting dietary guidance that links scientific research to the nutrition needs of consumers. CNPP has among its major functions the development and coordination of nutrition policy within USDA and is involved in the investigation of techniques for effective nutrition communication. Under Subtitle D of the National Agriculture Research, Extension, and Teaching Policy Act of 1977 (7 U.S.C. 3171-3175), the Secretary of Agriculture is required to develop and implement a national food and human nutrition research and extension program, including the development of techniques to assist consumers in selecting food that supplies a nutritionally adequate diet. Pursuant to 7 CFR 2.19(a)(3), the Secretary of Agriculture has delegated authority to CNPP for, among other things, developing materials to aid the public in selecting food for good nutrition; coordinating nutrition

education promotion and professional education projects with the Department; and consulting with the Federal and State agencies, the Congress, universities, and other public and private organizations and the general public regarding food consumption and dietary adequacy. The authority delegated to CNPP is presented in Appendix 1.

The National Nutrition Monitoring and Related Research Act of 1990 (7 U.S.C. 5341), requires the Secretaries of Agriculture and Health and Human Services to publish jointly every 5 years a report entitled, the *Dietary Guidelines for Americans*. The intent is to provide advice for healthy Americans ages two years and over about food choices that promote health and prevent disease. *MyPyramid* is USDA's primary nutrition education tool to assist Americans in selecting foods for a dietary pattern that meets *Dietary Guidelines* recommendations. Ensuring that USDA's Food Guidance System is useful to its intended audience and that the food pattern recommendations continue to be scientifically sound, appropriate, and useful to the public is critical to CNPP's mission and is a major activity included in its 5-year strategic plan in fulfillment of the Government Performance and Results Act of 1993 (31 U.S.C. 9701).

**b. Justification for data collection**

This request for approval of information collection is necessary to obtain input into the development of educational messages and materials in support of the *Dietary Guidelines for Americans* and the *MyPyramid* Food Guidance System, which will target the general public (Appendix 2 – Federal Register Notice).

This clearance request describes data collection activities involving a limited set of consumer focus groups, qualitative interviews, and Web-based surveys to obtain information regarding clarity, understandability, and acceptability of the messages and materials during the developmental process and during the final product development stage. According to OMB guidance regarding generic

clearance, individual memos explaining the exact method for information collection will be submitted as well as copies of the tools or instruments to be used in gathering the data.

Every five years the *Dietary Guidelines for Americans* are revised based on the evaluation of any new scientific information that might be available related to nutrition, health, diet and food consumption patterns. A simultaneous Food Guidance System evaluation takes place in order to ensure that nutritional goals remain accurate and that consumers are being provided with useful advice.

An essential part of the reassessment process is to conduct formative research with consumers to examine their understanding of *Dietary Guideline* and *MyPyramid* concepts as well as their use of and barriers to using them. Some of the information collected will attempt to answer questions about how Americans use health information to help them make choices—for example, how individuals hear and understand dietary guidance and physical activity messages, and whether and how they use these messages to make decisions about food and physical activity choices. Information is also needed for different audiences, based on various income levels, marital status, education level, race/ethnicity, gender, age, activity levels and desires for weight loss to determine if particular messages are more readily understood and useful, so that guidance can be tailored to meet various needs.

CNPP believes that obtaining qualitative information from consumers is fundamentally necessary for reassessing and revising the *Dietary Guidelines for Americans* and *MyPyramid*. Qualitative research is particularly useful for gaining insights and a better understanding of the target audience. Without the qualitative data from consumers, CNPP would not be able to incorporate useful messages and materials for the intended audience in any proposed revision of these guidance pieces. Qualitative research consists of open-ended structured discussions or

interviews with individuals or small groups of individuals, and most often includes ethnographic studies, depth interviews, and focus groups. Qualitative research techniques provide more depth of information than can be gathered from quantitative techniques and has been selected for this reason.

As part of its commitment to advancing dietary and physical activity guidance in a way that motivates behavior change, CNPP plans to continue its development of nutrition and physical activity recommendations within the *Dietary Guidelines for Americans* and *MyPyramid*. The key is for all messages to be clear and actionable, in order to help improve the health of all Americans.

**2. Indicate how, by whom, and for what purpose the information is to be used.**

The formative input and feedback information collected will assist CNPP in its efforts to develop practical and meaningful nutrition and physical activity guidance for Americans to help improve their health. The primary users of the research results will be CNPP Nutrition Promotion Staff, FNS Nutrition Programs, State agencies, and other Federal agencies concerned with developing and/or using practical and meaningful nutrition and physical activity guidance materials with potential to be used nationwide by American consumers.

The primary goal of information collection will be to expand the knowledge base concerning how the *Dietary Guidelines for Americans* and *MyPyramid* recommendations and messages are understood as well as how they can be used by consumers to improve balance of their food intake with physical energy expenditure for good health. More information is needed about changing behavior related to nutrition and physical activity, including a better understanding of target audience perceptions and potential motivators and barriers for changing dietary and physical activity habits. More information is also needed about responses to message concepts and reactions to nutrition and physical activity education materials. All of this will be helpful in presenting messages that are targeted to various audiences. The information is not nationally



representative and no attempt will be made to generalize the findings to be nationally representative or statistically valid.

**3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g. permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden.**

CNPP is committed to complying with the E-Government Act, to promote the use of the Internet and other information technologies to provide increased opportunities for citizen access to Government information and services, and for other purposes.

Focus groups concerning Web-site development or testing of interactive materials may be accomplished via computers. Focus group discussions and interviews may be video or audio taped and transcribed to maximize access to detail.

**4. Describe efforts to identify duplication.**

This study does not duplicate any prior research. CNPP's review of the literature and programs did not reveal any similar information to be available nor did CNPP find any available information that could be modified for use for the purposes described earlier. USDA does have previous experience using qualitative research techniques in developing nutrition and physical activity education materials for specific target audiences. Focus groups were used in the *Dietary Guidelines for Americans* revision process for the years 1995, 2000 and 2005. Focus groups and usability testing were both used in the development process for the original *Food Guide Pyramid* in 1992, the revised *MyPyramid* and *MyPyramid* for children.

**5. Impacts on small businesses or other small entities**

There will be no impact on small businesses or other small entities. No data are being collected from small businesses or other small entities.

**6. Consequences to Federal program or policy activities if the collection is not conducted or is collected less frequently.**

If this information is not collected, USDA's ability to incorporate messages and materials that are practical, meaningful, and relevant for the intended audience in any proposed update of the *Dietary Guidelines for Americans* or *MyPyramid* will be impaired. The National Nutrition and Monitoring and Related Research Act of 1990 requires the publication of a report entitled *Dietary Guidelines for Americans* that shall contain dietary information and guidance for the general public and that shall be promoted by each Federal agency in carrying out any Federal food, nutrition, or health programs. USDA's *MyPyramid* is the primary nutrition education tool designed to assist healthy Americans in selecting diets that are consistent with the *Dietary Guidelines*. Collection of data for this project is a critical element of reassessing the *Dietary Guidelines* and *MyPyramid* and helping to ensure that its recommendations continue to be scientifically sound, appropriate, and useful to the public. CNPP would not be able to carry out this critical element of its mission if these data were not collected.

**7. Circumstances that would cause an information collection to be conducted in a manner that is inconsistent with 5 CFR 1320.6.**

Reporting requirements will occur more frequently than quarterly as necessary to carry out multiple information collections. No other recurring requirements will be necessary as each information collection will be a one-time collection. There are no other circumstances that would cause the information collection to be conducted in a manner that is inconsistent with 5 CFR 1320.6.

**8. Provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice.**

The Department of Agriculture - Center for Nutrition Policy and Promotion; Agency Information Collection Activities; Proposed Collection; Comment Request--Generic Clearance for the Development of Nutrition Education Messages and Materials for the General Public 60-day Federal Register Notice was published on Monday, June 19, 2006 on page 35249 of the Federal Register, Vol. 71, No. 117. A copy of the Federal Register notice is presented in Appendix 2.

**a. Describe the efforts to consult with persons outside the agency to obtain their views on the availability of data and frequency of collection.**

The Federal Register Notice was published and was available for comment to the public for a period of 60 days. Only one individual's comment/opinion was received via e-mail. The commenter had no suggestions for improvement, but rather questioned the necessity of the study. No response was provided since the intended consumer research was fully described within the contents of the Federal Register Notice.

**b. Consultation with representatives of those from whom information is to be obtained.**

Participants for focus groups, interviews and Web-based surveys will not be pre-selected, and for this reason there will be no opportunity to consult with them.

**9. Explain any decision to provide any payment or gift to respondents.**

Focus group and selected interview participants will receive a cash stipend intended to reimburse for expenses such as transportation and childcare costs. Amounts and justifications will be determined on an individual project basis. This information will be included in the memo provided to OMB for each formative input session to be conducted.

**10. Assurance of confidentiality provided to respondents.**

CNPP and Contractors will follow procedures for assuring and maintaining confidentiality consistent with the Privacy Act during all stages of data collection. Respondents will receive information about confidentiality in an advance letter or during the telephone screening process and again before the information collection sessions begin. Respondents will be informed that all information will be kept strictly confidential by the research team and will not be associated with their names. The release form for the focus groups will cite the Privacy Act.

Respondents in focus group sessions will not know each other and will be asked to introduce themselves by first name only. The focus group sessions will be in a room with a closed door so passers-by cannot eavesdrop on the discussion. Focus group sessions will be timed to allow more than enough time between sessions to avoid respondents in different groups seeing each other. Individual interviews will be conducted in a private setting.

At the beginning of focus group sessions, individual interview sessions and prototype testing sessions, the facilitator will explain that the respondents' names and addresses will never be associated with the formative input session results.

**11. Justification for any questions of a sensitive nature.**

Information collection will not involve questions of a sensitive nature.

**12. Estimates of the hour burden of the collection of information.**

- a. Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated.**

<b>Testing Instrument</b>	<b>Estimated Number of Individual Respondents</b>	<b>Number of Responses per Respondent</b>	<b>Estimated Time per Response in Minutes</b>	<b>Estimated Total Annual Burden in Minutes</b>	<b>Estimated Total Annual Burden in Hours</b>

Focus Group Screeners	7,500	1	15	112,500	1,875
Interview Screeners	750	1	15	11,250	187.5
Focus Groups	500 (50 groups)	1	120	60,000	1,000
Interviews	100	1	120	12,000	200
Web-based Collections	600	1	15	9,000	150
Confidentiality Agreement	1,200	1	10	12,000	200
<b>Total</b>	9,450			216,750	3,612.50

The total estimated annual burden is 3,612.50 hours. Current estimates are based on both historical numbers of respondents from past projects as well as projections for projects to be conducted in the next three years.

- c. Provide estimates of annualized cost to respondents for the hour burdens for collections of information.

Testing Instrument	Total Burden Hours	Hourly Rate (\$)	Total Cost (\$)
Focus Group Screeners	1,875	17.18*	32,212.50
Interview Screeners	187.5	17.18	3,221.25
Focus Groups	1,000	17.18	17,180.00
Interviews	200	17.18	3,436.00
Web-based Collections	150	17.18	2,577.00
Confidentiality Agreement	200	17.18	3,436.00
<b>Total</b>	<b>3,612.5</b>	17.18	<b>62,062.75</b>

\*\$17.18 hourly rate is derived from the U.S. Department of Labor, Bureau of Labor Statistics June 2003 Report – National Compensation Survey: Occupational Wages in the United States, July 2002. See <http://www.bls.gov/ncs/ocs/sp/ncbl0539.pdf>

**13. Provide an estimate of the total annual cost burden to respondents or record keepers resulting from the collection of information.**

For the respondents there are no capital or operating and maintenance costs associated with this collection. The only cost to respondents will be value of the time spent responding as explained in chart above.

**14. Provide estimates of annualized cost to the Federal government.**

The Agency incurs costs in setting up testing environments to include such things as hiring contractors, facilitators or moderators, renting meeting space, in providing cash stipends, etc. Costs will be determined on an individual project basis and will be included in the memo provided to OMB for each formative input session to be conducted.

**15. Explain the reasons for any program changes or adjustments reported in Items 13 or 14 of the OMB Form 83-1.**

This OMB submission is for individual data collection events, which will consist of a one-time data collection. This submission is a revision to a currently approved collection of 5,254 hours. The new estimation of burden hours is 3,613 resulting in a decrease of 1641 hours, constituting a program change. This decrease is a result of the termination of the IHEI project, the hours of which were previously approved under this generic clearance. The IHEI has since evolved into MyPyramid Tracker which carries its own approval.

**16. Address any complex analytical techniques that will be used for collection of information whose results will be published. Outline plans for tabulation and publication.**

No complex or analytical techniques will be used for the results of the collection of information. Findings from all data collection will be included in individual summary reports submitted to CNPP. The reports will describe the focus group and interview testing methods, findings, conclusions, implications, and recommendations for use in the reassessment and potential revision of the *Dietary Guidelines for Americans* and *MyPyramid*. There will be no specific quantitative analysis of data. No attempt will be made to generalize the findings to be nationally representative or statistically valid.

After data collection has been completed, it is anticipated that the findings will be published in appropriate journals and shared at nutrition meetings and conferences to disseminate information to those who share similar goals of gathering insights about how consumers understand and use nutrition information and how it may impact their behavior.

**17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.**

CNPP is not seeking exemption from this requirement. Please see Appendix 3 – OMB

Burden Statement for a sample of what will be included as part of all formative research collection instruments.

**18. Explain each exception to the certification statement identified in Item 19.**

There are no exceptions to the certification statement being requested.

**B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS**

Information will not be collected requiring statistical analysis.

**C. APPENDICES (follow)**

**APPENDIX 1**

**Statute section and regulation authorizing  
nutrition-related research**



**Legislative Authority for USDA's Nutrition Information and Education Activities  
1986-1990**

In the legislation that established the USDA (Department of Agriculture Organic Act of 1862, 7 U.S.C. 2201), Congress gave the Department authority for nutrition education and information dissemination. The Act called for “the general design and duties of which shall be to acquire and diffuse among the people of the United States useful information on subjects connected to agriculture and rural development.” A 1977 amendment added “...aquaculture and human nutrition...” to the subjects specified.

The Smith-Lever Act of 1914, directed USDA to undertake cooperative extension work with State and local agriculture agencies “in order to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics...” A 1953 amendment to the Smith-Lever Act specified nutrition as well as agriculture and home economics as such information topics and authorized “the necessary printing of information.”

The National Agricultural Research, Extension, and Teaching Policy Act of 1977 directed the Secretary to carry out the following specific functions related to nutrition education and information: (1) Conduct research in human nutrition education activities; (2) Coordinate research, extension and teaching in the food and agricultural sciences conducted or financed by USDA or by other Federal agencies; (3) Establish a national nutrition education program to disseminate results of food and human nutrition research performed by USDA; (4) Establish a Food and Nutrition Information and Education Resources Center within the National Agricultural Library.

The Human Nutrition Information Service (HNIS) of the USDA has been specified for leadership in providing the policy basis for Federal dietary guidance to the public for several years in Conference Reports accompanying the Agricultural, Rural Development, and Related Agencies Appropriation Bill. For example, the Conference Report accompanying House Joint Resolution 395 states, “The National Agricultural Research, Extension and Teaching Policy Act of 1977 defined certain lead agency responsibilities for the Department of Agriculture in nutrition research. In accordance with this law, the conferees will expect the Human Nutrition Information Service to provide the policy basis for issuing Federal nutritional guidance to the public.” This agency has been directed to coordinate with others “to ensure that Government speaks with one voice in issuing the most accurate available nutritional information.”

In addition, the conference committee report on the Rural Development, Agriculture, and Related Agencies Appropriation Act, 1988, states that “The Human Nutrition Information Service, on behalf of the Department of Agriculture and in conjunction with the Department of Health and Human Services, shall reestablish a Dietary Guidelines Advisory Group on a periodic basis. This Advisory Group will review the scientific data relevant to nutritional guidance and make recommendations on appropriate changes to the Secretaries of the Departments of Agriculture and Health and Human Services.”

On October 22, 1990, the National Nutrition Monitoring and Related Research Act of 1990 was enacted (Attachment 7). Title II of the law calls for the Secretaries of Agriculture and Health and Human Services to publish a report entitled, “Dietary Guidelines for Americans” at least every five years. This report will contain nutritional and dietary guidance for the general public. In addition, the law calls for approval by both Secretaries of any dietary guidance for the general population prior to the release of that information to ensure that the guidance is consistent with the “Dietary Guidelines” or is based on new medical or scientific knowledge determined to be valid by the Secretaries.

## **APPENDIX 2**

## **Federal Register Notice**

[Federal Register: June 19, 2006 (Volume 71, Number 117)]  
[Notices]  
[Page 35249-35250]  
From the Federal Register Online via GPO Access [[wais.access.gpo.gov](http://wais.access.gpo.gov)]  
[DOCID:fr19jn06-36]

---

DEPARTMENT OF AGRICULTURE

Center for Nutrition Policy and Promotion; Agency Information  
Collection Activities; Proposed Collection; Comment Request--Generic  
Clearance for the Development of Nutrition Education Messages and  
Materials for the General Public

AGENCY: Center for Nutrition Policy and Promotion, USDA.

ACTION: Notice.

-----

SUMMARY: In accordance with the Paperwork Reduction Act of 1995, this notice invites the general public and other public agencies to comment on a proposed information collection. This notice announces the Center for Nutrition Policy and Promotion's (CNPP) intention to request the Office of Management and Budget's approval of the information collection processes and instruments to be used during consumer research while testing nutrition education messages and materials developed for the general public. The purpose for performing consumer research will be to identify consumers' understanding of potential nutrition education messages and obtain their reaction to prototypes of nutrition education materials, including Internet-based materials. The information collected will be used to refine messages and materials to improve their usefulness as well as aid consumer understanding of all Dietary Guidelines for Americans and MyPyramid-related materials.

DATES: Written comments on this notice must be submitted on or before August 18, 2006.

ADDRESSES: Comments may be sent to Carole Davis, Nutrition Promotion Staff Director, Center for Nutrition Policy and Promotion, U.S. Department of Agriculture, 3101 Park Center Drive, Room 1034, Alexandria, VA 22302.

Comments are invited on (a) whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility; (b) 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; (c) ways to enhance the quality, utility and

[[Page 35250]]

clarity of the information collected; and (d) 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.

All responses to this notice will be summarized and included in the OMB Clearance Supporting Statement requesting Office of Management and Budget (OMB) approval. All comments will also become a matter of public record.

FOR FURTHER INFORMATION CONTACT: Requests for additional information

should be directed to Carole Davis, 703-305-7600.

**SUPPLEMENTARY INFORMATION:**

Title: Generic Clearance for the Development of Nutrition Education Messages and Materials for the General Public/**CNPP**.

OMB Number: 0582-0523.

Expiration Date: December 31, 2006.

Type of Request: Revision of a currently approved information collection.

Abstract: The Dietary Guidelines for Americans, issued jointly by the U.S. Departments of Agriculture and Health and Human Services, are the cornerstone of Federal nutrition policy and form the basis for nutrition education efforts of these agencies. The U.S. Department of Agriculture's **CNPP** develops and promotes nutrition education materials to help consumers understand and use the Dietary Guidelines for Americans as well as MyPyramid, the tool designed to help consumers implement the Dietary Guidelines. Additional materials (hard copy and electronic) will be developed to help consumers understand and use the Dietary Guidelines, many of which may be geared toward various special population groups. Publications that have become obsolete since the release of the 2005 Dietary Guidelines for Americans and MyPyramid will also need to be updated and replaced. With the increased prevalence of overweight and obesity in the United States, it has become increasingly important to communicate clear and useful nutrition education information related to the Dietary Guidelines on food choices, weight, and physical activity. The USDA will have the lead responsibility for the 2010 Dietary Guidelines revision process from which new messages and materials may be developed, including a new consumer bulletin.

Educational messages and materials in support of the Dietary Guidelines for Americans and MyPyramid will be developed by the Center for Nutrition Policy and Promotion which may include:

1. Messages and materials related to the 2005 Dietary Guidelines for Americans that aim to teach the general public about proper nutrition and physical activity;
2. Enhancement of the MyPyramid Web site to include additional components such as nutrition and physical activity personalized tracking and other interactive tools as well as more consumer and professional support materials;
3. Nutrition education and Internet-based materials to help combat overweight and obesity in America;
4. Materials relaying the 2005 Dietary Guidelines for Americans and MyPyramid for special population groups that might be identified; and
5. New policy, messages and materials that might be developed as a result of the 2010 Dietary Guidelines for Americans revision process.

The materials for these initiatives will be tested using qualitative consumer research techniques, which may include focus groups (with general consumers, educators, students, etc.), interviews (i.e., intercept, individual, diads, triads, usability testing, etc.) and Web-based surveys. Participants in the testing will provide information regarding the clarity, understandability, and acceptability of the messages and materials during the developmental process and during the final product development stage.

Estimation of Burden Hours

Estimated time burden in minutes	Estimated total annual Testing instrument burden in hours	Estimated total annual burden in	Estimated number of individual respondents	Number of responses per respondent	Estimated per response in minutes
Focus Group Screeners.....			7,500	1	
15	112,500	1,875			
Interview Screeners.....			750	1	
15	11,250	187.5			
Focus Groups.....			\1\ 500	1	
120	60,000	1,000			
Interviews.....			100	1	
120	12,000	200			
Web-based Collections.....			600	1	
15	9,000	150			
Confidentiality Agreement.....			1,200	1	
10	12,000	200			
-----					
Total.....					
10,650			216,750	3,612.50	

\1\ (50 grps)

Affected Public: American Consumers.  
 Estimated Number of Respondents: 10,650.  
 Estimated Time per Response: 34 minutes.  
 Estimated Number of Responses per Respondent: One.  
 Estimated Total Annual Burden on Respondents: 3,612.50 hours.

Dated: June 13, 2006.  
 Eric J. Hentges,  
 Executive Director, Center for Nutrition Policy and Promotion.  
 [FR Doc. E6-9571 Filed 6-16-06; 8:45 am]  
 BILLING CODE 3410-30-P

## APPENDIX 3

## OMB Burden Statement

OMB BURDEN STATEMENT: According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0523. The time to complete this information collection is estimated to average \_\_\_\_\_<sup>(1)</sup> minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

<sup>(1)</sup> Estimated burden time will be inserted individually for each collection tool, which will be submitted as part of the individual memo packages provided to OMB for each formative input session to be conducted.