

MEMORANDUM

TO: John Kraemer, Office of Management and Budget
FROM: Office on Women's Health (OWH), Department of Health and Human Services (DHHS)
DATE: April 24, 2007
RE: Heart Truth OMB package clearance

Pursuant to the call yesterday with you, the following items are submitted for final review:

1. Starting immediately, potential respondents will no longer be asked to "opt-in" to the survey after they have either downloaded the materials or participated in the MEDSCAPE modules. Rather, respondents will be notified that they may be receiving a request from Gallup to participate in a survey regarding this material. That notification will include a comment about the confidentiality of all data that Gallup gathers and that no identifying information will be shared with DHHS.
2. The time period for surveying respondents after viewing the presentation has been specified within the OMB package (attached to this memo) to be 2-4 months following presentation.
3. The contract signed between Gallup and DHHS for this Heart Truth project includes a phrase concerning Gallup protecting the data from misuse and ensuring the confidentiality of it. Gallup never releases respondent names or other identifying information to clients or other requesters unless such release is specified by contract (in this contract it is not). Upon completion of the project, all materials determined to be pertinent will be submitted to the agency or disposed of, in accordance with instructions from the contract and agency.
4. The contractor will look at response rates by time frames. Specifically, the analysis will examine if there was a difference in response from potential respondents two, three, or four months out from viewing the Heart Truth materials (see potential respondent chart below).

POTENTIAL RESPONDENT CHART

SAMPLE FRAME	NUMBER OF RESPONDENTS
MEDSCAPE (CME provider)	200
Presentations	150
Direct from website	50