

**Evaluation of Office on Women's Health Publications  
Supporting Statement for Paperwork Reduction Act Submissions  
10/22/07**

**A) Justification**

**1. Need and Legal Basis**

The Office of Women's Health (OWH) has dedicated time, effort and resources to develop educational materials for women with the purpose of helping them to improve their health. These materials now must be examined to determine the extent to which and how they are being used, their acceptability among the target population, and their potential capacity to impact knowledge, attitudes, skills and behaviors. The project will be conducted under the authority of Section 306 of the Public Health Service Act (42 USC 241).

**2. Information Users**

The purpose of collecting the information is twofold: to improve future publications and to demonstrate accountability of efforts. The project will highlight the extent to which materials are being used and their potential capacity to positively impact change. Thus OWH will be able to determine what's working, what's not working, and what changes are needed to improve the quality of publications. In the process OWH intends to demonstrate that time, effort, and resources are well spent on their publications.

**3. Improved Information Technology**

Three of the materials will be examined using web-based or written surveys. Respondents will have the option of choosing either a web-based or written survey. Respondents will access the web-based survey through a hyperlink that will be prominently displayed at the beginning of each of the three materials being examined. They will answer the survey questions and submit all responses electronically. Benefits of web-based surveys include reduced implementation costs, simplified questionnaire formatting, improved data quality, elimination of data entry, reduced processing costs and faster data collection (Witmer et al., 1999). In addition, submission of electronic data reduces the burden on respondents in that their data is submitted at the click of a button. Based on the experience of previous mixed-mode research, it is estimated that 40% of the responses to each survey will be electronic (Schonlau et al., 2003).

**4. Duplication of Similar Information**

The materials being examined in the present project are new and unique. There has not been any data previously collected on these specific materials.

In order to determine what materials should be continued, discontinued, or revised it is imperative that OWH receive feedback on these specific materials.

### **5. Small Businesses**

Data will be collected from women in the general population. Small businesses will not be asked to submit data.

### **6. Less Frequent Collection**

Data will be collected one time only. Three materials are being examined with the use of only three surveys and four discussion groups. An invitation to participate in the project will be included in materials distributed. Respondents will have the option of completing a survey online through a link on the NWHIC website. In addition, respondents will have the option of filling out the survey located directly in each material. Women will complete only one survey as each of these methods of data collection are mutually exclusive of respondents. There is no longitudinal data collection. Thus, the data can not be collected any less frequently. Collection of this data is necessary to examine the usefulness and appeal of the materials so that their usefulness may be maximized. The benefits of this project to the consumer and to OWH far outweigh the burden to respondents. There are no legal obstacles to reduce the burden.

### **7. Special Circumstances**

There are no special circumstances applicable to this project. This request fully complies with the regulation.

### **8. Federal Register Notice/Outside Consultation**

A 60-day Federal Register Notice was published in the Federal Register on September 21, 2006, vol. 71, No.183; pp. 55201 (see attachment 1). There were no public comments.

### **9. Payment/Gift to Respondents**

To encourage participation women who participate in any of the four discussion groups will receive a monetary incentive of \$50.00 for their participation.

### **10. Confidentiality**

Survey and discussion group respondents will be informed that their data will be treated in a private manner. Parental consent will be collected for all respondents under the age of 18. A postcard or e-mail will be sent to those parents providing electronic consent to confirm that consent. Respondents and parents will be informed that names will not be linked to any data and that results will be presented in aggregate. Respondents and parents will be

informed that all hard copy data will be kept under lock and key and all electronic data will be protected by the use of passwords that only the principal investigator and project manager have access to. Identifying information will be kept separate from data. When data is no longer needed it will be destroyed.

### **11. Sensitive Questions**

Respondents will be asked questions regarding potentially sensitive topics such as race/ethnicity, knowledge, attitudes, intentions and behaviors regarding breastfeeding, sexual risk behavior, reproductive health, and sexually transmitted infections. Collecting this information is critical to the examination of the materials, which are designed to impact awareness, knowledge, attitudes and behavioral intentions.

### **12. Burden Estimate (Total Hours & Wages)**

Four discussion groups composed of 12 respondents each will be conducted. Discussion groups are expected to last 1.5 hours. Each of these discussion group respondents will also complete a short demographic survey estimated to take 3 minutes. Three publication based surveys are planned. During the data collection period, publications distributed will contain a copy of a survey as well as invitation to participate in the project. It is expected that out of the 150,000 receiving the materials, 1% will return a survey (1,500). Surveys are expected to require no more than 15 minutes to complete. These time expectations were estimated based on optimal time limitations for each type of data collection (discussion group and survey). There is no monetary cost to respondents. The burden table below displays the hour burden.

<b>Type of Respondent</b>	<b>Form Name</b>	<b>No. of Respondents</b>	<b>No. of Responses per Respondent</b>	<b>Average Burden per Response (in hours)</b>	<b>Total Burden (in hours)</b>
Women participants in the Easy Guide to Breastfeeding Discussion Groups	An Easy Guide to Breastfeeding Discussion Group Moderator's Guide	48	1	1 ½	72
Women participants in the Easy Guide to Breastfeeding Discussion Groups Demographic Survey	Easy Guide to Breastfeeding Discussion Groups Demographic Survey	48	1	3/60	3
Easy Guide to Breastfeeding Survey Respondents	Easy Guide to Breastfeeding Survey	500	1	15/60	125
Lifetime of Good Health Survey Respondents	Lifetime of Good Health Survey	500	1	15/60	125
Teen Survival Guide Survey Respondents	Teen Survival Guide Survey	500	1	15/60	125
Total Hours					450

**12a. Estimated Annualized Burden Hours**

**12b.** The total annual burden cost for the evaluation is estimated to be \$4,754.75. The hourly wage estimates for all bounce back cards and surveys were based on the Department of Labor, Bureau of Labor Statistics median weekly earnings for women 16 years and over who are full-time wage and salary workers. The following table shows how the total annual burden cost was calculated for the adult respondents.

<b>Type of Respondent</b>	<b>Form Name</b>	<b>Total Burden (in hours)</b>	<b>Hourly Wage Rate</b>	<b>Total Respondent Costs</b>
Women participants in the Easy Guide to Breastfeeding Discussion Groups	An Easy Guide to Breastfeeding Discussion Group Moderator's Guide	72	\$14.63	\$1,053.36
Women participants in the Easy Guide to Breastfeeding Discussion Groups Demographic Survey	Easy Guide to Breastfeeding Discussion Groups Demographic Survey	3	\$14.63	\$43.89
Easy Guide to Breastfeeding Survey Respondents	Easy Guide to Breastfeeding Survey	125	\$14.63	\$1,828.75
Lifetime of Good Health Survey Respondents	Lifetime of Good Health Survey	125	\$14.63	\$1,828.75
Total Cost				\$4,754.75

### **13. Capital Costs**

There are no maintenance of capital costs to respondents.

### **14. Cost to Federal Government**

OWH has awarded Hager Sharp an evaluation contract of \$214,243.61 of which approximately 85% or \$185,000 will be used to conduct and report on all components of this evaluation project from **July 2007 to July 2008**. Below are cost estimates from items 13 and 14 in a single table. The total amount needed was determined by an estimate of the number of labor hours needed times approximately \$75 per hour. The estimated costs for printing and postage were determined using expected costs per page or material. There are no start-up costs associated with this evaluation.

**Note:** Labor costs include development, analysis, and reporting costs

### Cost Estimates for Proposed Evaluation

Description	Estimated Cost
<b>Capital Costs</b>	
Contractor Labor Costs	\$168,400
Development of Evaluation Plan - Data collection & analysis methods	Included in labor
Development of Survey Instruments	Included in labor
Development of Focus Group Instruments	Included in labor
Development of OMB Supporting Statement	Included in labor
<b>Operations Costs/Data Collection</b>	
Data Collection and Management (Zoomerang)	\$500
Postage (pre-paid) for surveys printed in materials	Bus. Reply cost x 150,000 - OWH
Postage for Parental Consent Post Cards (confirmation postcards to be sent to parents who provide consent online - based on 40% filling survey out online)	Postage cost x 200 = \$165.00
Facilitation of Survey Implementation	Included in labor
Focus Group Facilities for 4 Groups [including participant recruitment & incentives]	\$12,000
Focus Group Moderator (s)	\$6,000
<b>Data Analysis</b>	
Focus Group Summary Data Analysis (4 Groups)	Included in labor
Survey Data Analysis (3 Surveys)	Included in labor
<b>Data Reporting</b>	
Focus Group Summary Report	Included in labor
Survey Reports (3)	Included in labor
<b>Overhead/Misc.</b>	
Printing of Materials with Surveys	OWH
<b>Total Estimated Cost to Federal Government</b>	<b>\$187,065</b>



**15. Program or Burden Changes**

This is a new data collection.

**16. Publication and Tabulation Dates**

The data collected will be used internally to improve the usefulness of women's health promotion materials. The results from this evaluation will not be published in a peer review journal. It is not anticipated that complex analytical techniques will be used. Data collection will begin November 2007 and will end at the close of April 2008. Reporting will be completed by the end of July 2008.

**17. Expiration Date**

Not seeking approval to not display expiration date of OMB approval.

**18. Certification Statement**

There are no exceptions to the certification statement.



## **B. Collections of Information Employing Statistical Methods**

### **1. Respondent Universe and Sampling Methods**

The respondent universe will be the population who receive the materials with surveys included. It is expected that 1% of women receiving these materials will return the survey. Thus, 150,000 women will make up the respondent universe. The table below illustrates the stratified sample. The universe and sample size for each strata are based on probable distributions of each material.

OWH Material	N Universe	N Sample
Easy Guide to Breastfeeding	50,000	500
Lifetime of Good Health Guide	50,000	500
Teen Survival Guide	50,000	500
Total	150,000	1,500

### **2. Procedures for the Collection of Information**

All of the women receiving the materials with surveys and therefore in the respondent universe, (150,000) will be invited to participate in a survey. A 1% response rate is expected. Thus, 1,500 completed surveys are expected. The universe will be stratified into the following categories based on material: Easy Guide to Breastfeeding, Lifetime of Good Health Guide, and Teen Survival Guide.

No special problems requiring specialized sampling procedures exist. As this is a one time data collection, it is not possible to collect data any less frequently.

### **3. Methods to Maximize Response Rates and Deal with Nonresponse**

Efforts to maximize response rates will include the use of an incentive for discussion group participants.

### **4. Tests of Procedures or Methods to be Undertaken**

Cognitive testing with nine or fewer women was conducted on each data collection instrument. Feedback from women was incorporated into the survey instruments.

### **5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data.**

Data will be collected and analyzed by Shattuck and Associates, 800-829-1777.

## Works Cited

Schonlau, M., Asch, B. J., & Du, C. (2003). Web survey as part of a mixed-mode strategy for populations that cannot be contacted by e-mail. *Social Science Computer Review*, 21(2), 218-222.

Witmer, D. F., Colman, R. W. and Katzman, S. L. (1999) From paper-and-pencil to screen-and-keyboard: Toward a methodology for survey research on the internet. *Doing internet research: Critical issues and methods for examining the net*, Jones, S. ed., pp. 145-161. Sage, Thousand Oaks, CA.

# Attachment

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