

MEMORANDUM

To: Leslie Raneri

From: Doug Evans, Kevin Davis

Re: Amendment to the approved OMB submission entitled “Evaluation of the National Abstinence Media Campaign” (OMB 0990-0311)

This memo is to amend the above referenced, approved OMB submission. On behalf of the Office on Population Affairs, RTI is conducting an evaluation of the Parents Speak Up National Campaign (PSUNC). The referenced submission was for an online survey of parents using a survey specifically developed to evaluate effects of the campaign on intended outcomes, including parent-child communication about sexual activity. The proposed amendment is to use the same survey instrument, with the same population (parents of 10-14 year olds), but with an additional sample contacted in U.S. media markets in which the campaign began airing in January 2008.

As described in the initial approved OMB submission, this program is authorized by Section 301(a) of the Public Health Service Act (42 U.S.C. 241(a), as amended). The Parents Speak Up National Campaign is a \$10 million effort to encourage and help parents talk early and often to their pre-teens and teens about waiting to have sex. Funds for the Parents Speak Up National Campaign were made available under the authority provided in [Public Law 108-447/HR 4818-326, Consolidated Appropriations Act](#). The campaign includes public service announcement (PSA)-type spots and print advertisements, as well as guide parents to a Web site, [4parents.gov](#). This Web site provides information to parents of pre-teens and teens on sex, sexual development, and parenting. The campaign’s primary target audience is parents of pre-adolescent and adolescent children.

This amendment is to conduct a media tracking survey of 4,000 baseline respondents to measure awareness, reactions, and resulting attitudes, beliefs, and behaviors associated with PSUNC PSA advertising. Two additional follow ups will be conducted, with an estimated 4,000 additional respondents for a grand total of 8,000 respondents. The survey will be done in the same mode (online) as the original approved submission using the same survey instrument. The purpose of this additional information collection is to measure population-level awareness and reactions to the campaign as it is implemented in the field. This information collection will enable OPA and RTI to evaluate the effectiveness of the campaign in changing public attitudes and behaviors, and thus complements the approved efficacy research to evaluate campaign effects in an online randomized experiment.

The revised burden estimates are presented in Exhibits 1 and 2.

Exhibit 1. Estimated Annualized Burden Hours: PSUNC National Media Tracking Survey

Type of Respondent	Form Name	No. of Respondents	No. of Responses/ Respondent	Average Burden/ Response (Hours)	Total Burden (Hours)
	Baseline parent survey	4,000	1	20/60	1,333

Online Panelist, Parent (or parent surrogate)	1 st Follow-up survey	2,400*	1	20/60	800
	2 nd Follow-up survey	1,600*	1	20/60	533
	TOTAL	8,000			2,666

*A subset of the original 4,000 baseline respondents.

Exhibit 2. Estimated Annualized Cost to Respondents

Type of Respondent	Total Burden Hours	Hourly Wage Rate	Total Respondent Costs
Online Panelist, Parent (or parent surrogate)	2,666	\$6.00**	\$15,996.00

**Estimates of average hourly living allowance for participants.