

# **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0990-0379)**

**TITLE OF INFORMATION COLLECTION:** Childhood Obesity Prevention Communications Campaign Research

## **PURPOSE:**

The goal of the research outlined here is to better understand how moms and kids receive, understand, and respond to our existing and future communication materials developed under the Childhood Obesity Prevention communications campaign so that we may improve upon them going forward. Our overall Childhood Obesity Prevention communications campaign objective is to help reduce the nation’s childhood obesity rate. To that end, we propose conducting survey research among moms and kids to identify their level of awareness of obesity prevention messages, as well as key attitudes and behaviors surrounding healthy lifestyles. We also plan to conduct qualitative interviews among moms and kids in order to understand whether or not our communication campaign is clear, relevant and motivating to each respective audience.

The knowledge gained from this research will allow us to understand whether or not the childhood obesity prevention communications effort is reaching the intended audiences—English-speaking mothers and caregivers, Spanish-speaking mothers and caregivers and kids. It will also allow us to determine if the campaigns are influencing consumer attitudes or shifting any key behaviors surrounding a healthy lifestyle. These results will then be used to inform the development of core content.

## **DESCRIPTION OF RESPONDENTS:**

Our recommended data collection process will include three types of research—online consumer surveys, a telephone survey and qualitative interviews. Online survey methodologies will be employed among English-speaking mothers and caregivers of children ages 3-12 and children ages 8-12. A telephone survey will be conducted among Spanish-speaking mothers and caregivers of children ages 3-12. And qualitative interviews will be used for all audience types.

The breakdown of the online consumer survey research will include:

- 1,200 English-speaking mothers and caregivers of children ages 3-12. Among these respondents, approximately one-half will have a low household income and approximately one-third will be African American.
- 1,000 Children ages 8-12

The telephone survey of consumers will include:

- 500 Spanish-speaking mothers and caregivers of children ages 3-12

The breakdown of qualitative interviews includes:

For each audience type—English-speaking mothers and caregivers, Spanish-speaking mothers and caregivers and kids—a total of 16 one-on-one in-depth interviews will be conducted in two cities with at least eight interviews per market. The breakdown for the qualitative research will include:

- 32 English-speaking mothers and caregivers of children ages 3-12
- 16 Spanish-speaking mothers and caregivers of children ages 3-12
- 16 Children ages 8-12

**TYPE OF COLLECTION:** (Check one)

- Customer Comment Card/Complaint Form  
 Usability Testing (e.g., Website or Software)  
 Focus Group

- Customer Satisfaction Survey  
 Small Discussion Group  
 Other: Consumer Communications Survey

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of informing influential policy decisions and/or resource allocation.
6. The collection is targeted to the solicitation of opinions from respondents who the communications campaign is targeting.

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To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Applicable, has a System or Records Notice been published?  Yes  No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?  Yes  No

For the online consumer survey, English-speaking mothers and caregivers and children will be surveyed via subcontracting third-party vendors. These vendors operate survey panels that incentivize respondents based on a points-based incentive and rewards system. The points can be redeemed for cash or other items offered by the vendor when enough points are accrued. It is standard practice to provide a basic incentive in order to avoid bias of receiving responses only from individuals generally predisposed to be helpful.

Spanish-speaking mothers and caregivers will be surveyed via a subcontracting third-party vendor. The vendor will employ a Computer Assisted Telephone Interviews (CATI) through random-digit dial so respondents are not provided an incentive to complete the survey.

The breakdown of incentives for the qualitative interviews includes:

- English-speaking mothers and caregivers of children ages 3-12 will be provided with an incentive of \$125.00 in all markets.
- Spanish-speaking mothers and caregivers of children ages 3-12 will be provided with an incentive of \$125.00 in all markets.
- Children ages 8-12 will be provided with an incentive of \$75.00 in all markets.

These industry-standard stipends help to ensure that respondents can be recruited efficiently and ensure their arrival and participation in the groups. These standards exist to provide fair compensation for costs incurred by participants while attending groups, based on the location of and expenses in each market. Examples of expenses include the cost of travel, childcare fees, and compensation for time taken off from work.

## BURDEN HOURS

	Category of Respondent	No. of Respondents	Participation Time	Burden
1	Individual for the English-speaking mothers and caregivers online consumer survey	1,200	15 minutes	300
2	Individual for the Spanish-speaking mothers and caregivers telephone consumer survey	500	15 minutes	125
3	Individual for the Children ages 8-12 online consumer survey	1,000	15 minutes	250
4	Individual for qualitative interviews of English-speaking mothers and caregivers	32	1 hour	32
5	Individual for qualitative interviews of Spanish-speaking mothers and caregivers	16	1 hour	16
6	Individual for qualitative interviews of Children ages 8-12	16	1 hour	16
	<b>Totals</b>	<b>2,764</b>	<b>4 hr 45 min</b>	<b>739</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$154,000.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

### The selection of your targeted respondents

- Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
 Yes       No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The screener is attached.

### Administration of the Instrument

- How will you collect the information? (Check all that apply)
  - Web-based or other forms of Social Media
  - Telephone
  - In-person
  - Mail
  - Other, Explain
- Will interviewers or facilitators be used?  Yes  No

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**

## **Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”**

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**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS:** Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

### **BURDEN HOURS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

**Burden:** Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Provide an estimate of the annual cost to the Federal government.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**