

SUBMISSION OF INFORMATION COLLECTION
UNDER GENERIC CLEARANCES

DATE OF REQUEST: June 17, 2009

SUB AGENCY (I/C): NCCAM

TITLE: NCCAM Newsletter

GENERIC CLEARANCE UNDER OMB# 0925-0530 **EXP. DATE:** 10/31/2010

ABSTRACT:

The NCCAM newsletter is a fundamental tool for providing complementary and alternative medical information to consumers. A survey placed in the newsletter would provide the necessary feedback to the newsletter content to be tailored to the subscribers' needs. The responses would allow NCCAM to gauge what features and topics the consumers are most interested in, construct ideal formats, and determine preferred delivery methods.

All subscribers and visitors to the newsletter page on NCCAM's web site will be asked to complete a brief survey regarding newsletter preferences. The survey can either be completed online or returned via USPS with a prepaid-postage envelope. Completion will be voluntary with no payment and individual responses will be kept confidential. Findings will be used by NCCAM for program planning purposes and published or otherwise shared externally.

TOTAL ANNUAL BURDEN APPROVED: 712

BURDEN USED TO DATE: 60

BURDEN THIS REQUEST: 20

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?

 YES x NO N/A

OBLIGATION TO RESPOND:

 x VOLUNTARY

 REQUIRED TO OBTAIN OR RETAIN BENEFITS

 MANDATORY

HOW WILL THIS SURVEY BE OFFERED?

 x WEB SITE

 TELEPHONE INTERVIEW

 x MAIL RESPONSE

 IN PERSON INTERVIEW

 OTHER:

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