

GENERIC SUB-STUDY SUBMISSION – 0925-0046

DATE OF REQUEST: July 15, 2009

SUB AGENCY (I/C): NIH/NCI/OCE

TITLE OF SUB-STUDY: An Assessment of Rural and Uninsured Consumer Perspectives on Cancer and Related Communications: A Focus Group Study

GENERIC CLEARANCE UNDER OMB #0925-0046-16

EXP. DATE: 1/31/2010

TOTAL ANNUAL BURDEN APPROVED: 2010 hours

BURDEN APPROVED TO DATE FOR CALENDAR YEAR 2009: 202 hours

BURDEN THIS REQUEST: 480 hours

ABSTRACT:

The NCI Office of Market Research and Evaluation has recently conducted a review of cancer-related communications research on what is known about six primary audiences served by the NCI: patients, caregivers, and family members; cancer healthcare professionals; non-cancer healthcare professionals; researchers; general public and healthy people; and medically underserved audiences. As part of this review NCI has explored what is known about the key characteristics of each audience around cancer-related issues; which communication channels are currently relied on to reach each audience; how effectively each audience is being reached; and identifying research gaps and future research needs to better understand each audience's information needs and preferences. Gaps in the understanding of several medically underserved communities were identified: the working uninsured, rural populations, and African Americans.

The research seeks to address the information gaps within these audiences and help NCI identify opportunities for improving existing NCI information materials and education resources and services, including how to tailor and better disseminate existing communications materials, to medically underserved audiences.

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?

YES NO N/A

OBLIGATION TO RESPOND:

VOLUNTARY
 REQUIRED TO OBTAIN OR RETAIN BENEFITS
 MANDATORY

HOW WILL THIS SURVEY BE OFFERED?

WEB SITE
 TELEPHONE INTERVIEW
 MAIL RESPONSE
 IN PERSON INTERVIEW
 OTHER: _____

CONTACT INFORMATION:

NAME: Nina Goodman
TELEPHONE NUMBER: 301-435-7789
EMAIL ADDRESS: Goodmann@mail.nih.gov