

SUBMISSION OF INFORMATION COLLECTION
UNDER GENERIC CLEARANCES

DATE OF REQUEST: February 12, 2010

SUB AGENCY (I/C): NIH/NIAID/Division of AIDS

TITLE: Video Concept Pretesting

GENERIC CLEARANCE UNDER OMB# 0925-0585-05 **EXP. DATE:** 02/28/2011

ABSTRACT:

NIAID funds HIV vaccine research. In an effort to ensure informed participation in HIV vaccine research, NIAID created the NIAID HIV Vaccine Research Education Initiative (NHVREI) to educate US populations most affected by HIV/AIDS about HIV vaccine research. In 2006, NIAID developed educational materials about HIV vaccine research; however, major events in HIV vaccine research have since occurred, creating a need to reexamine existing messages and materials to ensure they remain appropriate for the current environment. Based on the outcome of pretesting with target audiences (OMB-cleared instruments: "In-Depth Interviews for Message and Materials Pretesting" and "Focus Groups for Message and Materials Pretesting") NIAID learned that priority audiences are interested in receiving videos about HIV vaccine research. Such videos would also require pretesting, thus NHVREI plans to conduct 250 online surveys (OSs) with individuals from four hard-to-reach or minority populations (Black/African-American, Hispanic/Latino, men from all racial/ethnic groups who have sex with men (MSM), and transgender individuals (male-to-female only)) that represent those US populations most highly affected by HIV/AIDS. These OSs are intended to pretest draft video concepts potential speakers for videos, and existing videos. All participants will respond to the same survey, but will review different video products. The results of the OSs will provide NIAID with guidance for improving its education initiative that aims to increase awareness of and support for HIV vaccine research.

TOTAL ANNUAL BURDEN APPROVED: 1082.66 hours

BURDEN USED TO DATE: 1002.92 hours TOTAL used to date
541.92 hours used to date in generic clearance year two (02/28/09-02/27/10)

BURDEN THIS REQUEST: 116.66 hours

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: _____

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