

SUPPORTING STATEMENT FOR OMB CLEARANCE

National Youth Anti-Drug Media Campaign Qualitative Research – Supporting Statement B

**OMB Control Number
3201-0011**

Prepared by:
Draftfcb
100 West 33rd Street
New York, New York 10001

On behalf of:
**Office of National Drug Control Policy
Executive Office of the President**
750 17th St. NW
Washington, DC 20503

February 23, 2009

PAPERWORK REDUCTION ACT SUBMISSION

Please read the instructions before completing this form. For additional forms or assistance in completing this form, contact your agency's Paperwork Clearance Officer. Send two copies of this form, the collection instrument to be reviewed, the Supporting Statement, and any additional documentation to: Office of Information and Regulatory Affairs, Office of Management and Budget, Docket Library, Room 10102, 725 17th Street NW, Washington, DC 20503.	
1. Agency/Subagency originating request: Office of National Drug Control Policy (ONDCP)	2. OMB control number: a. 3201 --0011 b. None
3. Type of information collection (<i>check one</i>) a. New collection b. Revision of a currently approved collection c. Extension of a currently approved collection d. Reinstatement, without change, of a previously approved collection for which approval has expired e. Reinstatement, with change, of a previously approved collection for which approval has expired <input checked="" type="checkbox"/> f. Existing collection in use without an OMB control number <i>For b.- f., note item A2 of Supporting Statement instructions</i>	4. Type of review requested (<i>check one</i>) a. Regular <input checked="" type="checkbox"/> b. Emergency--Approval requested by: _ c. Delegated
	5. Small entities Will this information collection have a significant economic impact on a substantial number of small entities? Yes No <input checked="" type="checkbox"/>
	6. Requested expiration date a. Three years from approval date <input checked="" type="checkbox"/> b. Other--Specify: ___/___/___
7. Title [National Youth Anti-Drug Media Campaign (NYADMC)-Parent and Youth Qualitative Research]	
8. Agency form number(s) (<i>if applicable</i>)	
9. Keywords Drug Abuse Prevention, Youth, Parents, Communications	
10. Abstract . The qualitative research described here is deployed throughout the communications development process- as a means of developing fundamental strategies, to provide initial feedback to new creative concepts and as a means of measuring message delivery against multicultural audiences.	
11. Affected public (<i>mark primary with "P" and all others that apply with "X"</i>) a. <input checked="" type="checkbox"/> Individuals or households d. ___ Farms b. ___ Business or other for-profit e. ___ Federal Government c. ___ Not-for-profit institutions f. ___ State, Local, or Tribal govt.	12. Obligation to respond (<i>mark primary with "P" and all others that apply with "X"</i>) a. Voluntary b. Required to obtain or retain benefits c. Mandatory
13. Annual reporting and recordkeeping hour burden a. Number of respondents: [1,248] b. Total annual responses: [1,248] 1. Percentage of those responses collected electronically: [0%] ___ c. Total annual hours requested: [1,872] ___ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____	14. Annual reporting and recordkeeping cost burden (<i>in thousands of dollars</i>) a. Total annualized capital/startup costs: [0] _____ b. Total annual costs (O&M): [1,005,000] _____ c. Total annualized cost requested: [1,005,000] _____ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____
15. Purpose of information collection (<i>mark primary with "P" and all others that apply with "X"</i>) a. ___ Application for benefits e. ___ Program planning or management b. ___ Program evaluation c. ___ General purpose statistics f. ___ Research d. ___ Audit g. ___ Regulatory or compliance	16. Frequency of recordkeeping or reporting (<i>check all that apply</i>) a. Recordkeeping b. Third party disclosure c. Reporting <input checked="" type="checkbox"/> 1. On occasion <input checked="" type="checkbox"/> 2. Weekly 3. Monthly 4. Quarterly 5. Semi-annually 6. Annually 7. Biennially 8. Other (<i>describe</i>) _____
17. Statistical methods Does this information collection employ statistical methods? Yes No <input checked="" type="checkbox"/>	18. Agency contact (person who can best answer questions regarding the content of the submission) Name: [Mark Krawczyk] Phone: [202-395-6720] _____

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NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

QUALITATIVE RESEARCH

TABLE OF CONTENTS

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

- B.1 Respondent Universe and Sampling Methods
- B.2 Contact Information for Data Collection and Analysis

B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

No statistical data collection or analysis is done, due to the qualitative nature of this type of research. It is not quantifiable, and includes small sample sizes for each individual round of research.

Respondents are recruited through the research facility retained to conduct the research. Recruiters use a combination of contact lists and mall intercept screening to obtain parent and youth respondents. Exact quantity, gender, age, and race/ethnicity balance is contingent upon nature of the research. Attachments 1 and 2 contain the details of how respondents are recruited.

2. Contact Information for Data Collection and Analysis

For information about data examination, contact Chasson Gracie (212-714-7716) or Tanya White (212-885 3735).

Data collection is conducted by Salamander Qualitative Research (610-914-9566).