

B: Collection of Information Employing Statistical Methods

This is a pilot study. Statistical methods will not be used.

B-1. Respondent Universe and Sampling Methods

The contractor to CDC will recruit 3-4 pilot study sites via three different methods: 1) previous outreach calls made to inform the development of the revised website; 2) attendance at key conferences targeted at community and local government leaders (e.g. National Conference of Mayors, National Association of City and County Health Officials (NACCHO), and National League of Cities) or (ACE); 3) an analysis of online blogs maintained by city leaders that mention a motivation to engage in a youth violence prevention initiative.

Specifically, we will seek to identify pilot sites that have decided to address youth violence prevention in their community and intend to engage in a strategic planning process in order to do so. As a first step in the pilot site's strategic planning process, local government and community leaders will perform coalition building in order to assemble key leaders and resources toward youth violence prevention. It is anticipated that each coalition will have 3-4 coalition leads and may include 25-40 members total.

For the pilot evaluation, we will attempt to recruit all coalition leaders (up to 16 leaders total) to participate in the Coalition Leader Interviews and all coalition members (up to 120 members total) to participate in the Coalition Member Surveys. Because the Training Survey and User Feedback Surveys are embedded into the website and the beta version of the website will be available to the public as well as pilot users, we will disable these data collection tools once the OMB approved number of participants has been reached (n=400 for the Training Survey and n=1000 for the User Feedback Survey).

B-2. Procedures for the Collection of Information

Coalition members and leaders will be invited via email to participate in the interviews and surveys. In order to schedule the interviews with coalition leaders, the contractor will follow-up the email with a phone call. Coalition members will receive the survey embedded in the introductory email. If the survey has not been returned within a period of two weeks, a reminder email with a new survey will be sent. The text of the introductory email for both the interviews and surveys will state:

- The purpose of the data collection
- Length of time it will require
- Participation is voluntary
- Responses will be treated in a secure manner
- Participants will not incur any penalties if they choose not to participate or not to respond to any specific questions.
- CDC will release all project results in aggregate reports that do not identify individual respondents unless permission is specifically given by the individuals in writing.

Participation in the interviews and/or surveys will be deemed an implicit form of consent.

The two brief (less than 6 items) surveys that are programmed into the website (i.e., Training Survey and User Feedback Survey) do not require the reporting of any sensitive information nor do they require identification of the participant. Because participation is completely voluntary and the user is able to easily bypass any questions or the entire survey if they do not wish to respond, no consent procedures are planned at this time for the Training Survey or the User Feedback Survey.

B-3. Methods to Maximize Response Rates and Deal with Non-response

We anticipate different response rates for the different data collection tools utilized in the pilot evaluation study. Although each of the tools provide valuable insight into the evaluation of the website, data collection tools that are tailored to a more specific audience (i.e., coalition leaders and members responding to the surveys and interviews) are expected to yield higher response rates than less specific audiences (i.e., general public responding to a user feedback survey). The table below highlights the expected response rates for each data collection tool.

Tool	Expected response rate
Coalition Leader Interview	100%
Coalition Member Survey	90%
Training Survey	50%
User Feedback Survey	30%

To encourage participation for the coalition leader interviews, interviews will be scheduled at the convenience of the coalition leaders. As necessary, we will make up to three attempts to reschedule a missed interview.

To encourage participation in the coalition member survey, all surveys will be available electronically so that they may be completed easily and at the convenience of coalition members. As necessary, we will send a reminder email approximately one week after the initial invitation to complete the survey to increase response rates and a second email will be sent approximately two weeks after the initial invitation.

Response rates are expected to be lower for the training survey and user feedback survey which is in line with rates for anonymous, online surveys targeting a general audience.

Only questions that are necessary to the evaluation are included in the interview instrument in order to minimize the burden and ultimately increase participation by coalition leaders.

B-4. Tests of Procedures or Methods to be Undertaken

Standard questionnaire and interview procedures and analysis of findings will be used. The data collection instruments will be thoroughly reviewed by CDC and pretested internally (using no more than nine individuals) to assess the clarity and understandability of the questions.

B-5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

The data collection will involve limited statistical analyses and will primarily focus on descriptive statistics such as means and frequencies. Because of this approach, no individuals have been consulted on the statistical aspects of this data collection.