

Attachment 11: IRB Ruling

Polonec, Lindsey

From: Holtzman, Deborah
Sent: Friday, September 17, 2004 4:16 PM
To: Polonec, Lindsey
Cc: Kennedy, May
Subject: Research Determination (For the Record)

Date: September 17, 2004

From: Deborah Holtzman
Acting Deputy Associate Director for Science

Re: Office of Communication, Health Message Testing System

To: For the Record

The Health Message Testing System (HMTS) which is operated by the CDC Office of Communication (OC) is a mechanism for expedited OMB approval of data collection activities containing a time-sensitive component. Formative research on health messages (ranging in topics from terrorism to colorectal cancer) is conducted to identify the clarity, salience, and persuasiveness of the message under review. The information gathered in this process is then utilized to tailor the messages appropriately so in the unfortunate event of an urgent health threat, for example, messages can be disseminated to the public in a clear and sensitive manner.

This notice is to say that the time-sensitive data collection activities permitted under OC's HMTS (current OMB control number: 0920-0572) are not research and, therefore, do not require IRB review.

Deborah

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