

**Supporting Statement
For the Emergency Review and Approval of the
2009 Flu Prevention Public Service Announcement Contest Form**

JUSTIFICATION

1. Circumstances of Information Collection

The Assistant Secretary for Public Affairs, Web Communications Division (ASPA/WCD) is requesting emergency Office of Management and Budget (OMB) review and approval for a Flu Prevention Public Service Announcement (PSA) contest form. Thursday, July 9, 2009, HHS Secretary Kathleen Sebelius, at a White House organized Flu Summit, announced the Flu Prevention Public Service Announcement (PSA) Contest. The contest will run until August 17th, 2009.

On June 11, 2009, the World Health Organization (WHO) declared the outbreak of the novel H1N1 flu to be a world pandemic. Last week, the Centers for Disease Control (CDC) stated that there have been more than one million cases in the United States. There have been more than 200 deaths in the United States. Health officials expect the impact of the H1N1 virus to increase this fall in conjunction with the advent of the regular seasonal flu season. It is critical that every effort be made to increase public awareness of the flu, the need to prepare for it, and steps individuals can take to minimize its spread.

The data is collected under the authority of the PHS Act 42 USC 241.

2. Purpose and Use of Information

ASPA/WCD proposes to hold a video Flu Prevention Public Service Announcement (PSA) Contest utilizing the YouTube social media platform. The contest is open to residents of the United States and Puerto Rico. The contest runs through August 17th. There is a \$2500 cash award to the winner. HHS will select the ten best entries and the public will be invited to vote (on YouTube) which PSA is the best. Full contest rules are available at www.flu.gov/psa.

There are multiple benefits to the contest. The contest itself draws attention to the subject, both via YouTube and through media coverage of the contest. The voting by the public will cause the top ten videos to be sent to many people. Finally, the Department will end up with a PSA that can be broadcast on network television.

A short form will be utilized to assist in the management of the contest.

3. Use of Improved Information Technology

The contest is run fully online (via YouTube). The proposed form will be web-based.

4. Efforts to Identify Duplication

The information requested is specific to the contest and is not available elsewhere.

5. Involvement of Small Entities

This activity does not have a significant impact on small entities.

6. Consequences if Information Collected Less Frequently

The information is only being collected one time.

7. Consistency with Guidelines in 5 CFR 1320.5(d)(2)

The data are collected in a manner consistent with guidelines contained in 5 CFR 1320.5(d)(2).

8. Consultation Outside the Agency

The questions are minimal and basic to the management of the contest and did not require outside consultation.

9. Remuneration of Respondents

Respondents submitting entries will not be remunerated but the winning entry will be awarded a \$2,500 cash prize.

10. Assurance of Confidentiality

Email addresses are the only potentially identifiable personal information collected. Email is needed to contact the winner. Email addresses will be held in a secure file and destroyed after the contest has ended and the winner announced.

11. Questions of a Sensitive Nature

There are no questions of a sensitive nature.

12. Estimates of Annualized Hour and Cost Burden to Respondents

The program estimates that approximately 300 citizens will enter (based on past similar experience), requiring 6 minutes for the respondents to complete the form. .

Annualized estimated hours and costs

Form	Number of Respondents	Number of Responses per Respondent	Hours per Response	Total Burden Hours	Hourly Wage Rate	Total Cost Burden Hours

Flu PSA Control Form	300	1	6/60	30	\$30	\$900
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13. Estimates of Other Total Annual Cost Burden to Respondents and Record Keepers

There are no additional costs to the respondents. There are no capital or start up costs.

14. Estimated Cost to the Federal Government

The estimated annual cost to the federal government for this activity is approximately \$7,310 for 10% of 1 FTE at a GS 12 level.

15. Changes in Burden

This is a new project.

16. Time Schedule, Publication and Analysis Plans

There will be no statistical analysis done on the information received from the checklist. In addition, there will be no publication of the information reported.

17. Exemption for Display of Expiration Date

No exemption requested.

B. STATISTICAL METHODS

No statistical methodology is required for the data collection associated with this request.