

**Supporting Statement B
for OMB Clearance Request**

**National Heart, Lung, and Blood Institute
“Parental Knowledge, Attitudes, and Behaviors Related to Pediatric
Cardiovascular Health”
(NHLBI, NIH)**

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B. Collections of Information Employing Statistical Methods

The proposed research will not employ statistical methods to sample respondents for the online survey. This section justifies the decision not to use statistical sampling and analysis for the data collection methods that the project will employ. The project's proposed data collection procedures are described below.

The method that will be used is an online survey of 1,175 parents/caregivers of children ages 0-7 years. The anticipated data collection will be small in scale because they are intended to inform an iterative process of developing a health communication campaign and to determine if the campaign has an impact on awareness, not to be generalized to a specified respondent universe.

B.1. Respondent Universe and Sampling Methods

The primary target audience for the NHLBI Children's Heart Health Awareness Campaign is parents/caregivers of children ages 0-7.

For the online survey research, the sample will be drawn from parents who are members of NODE Research's existing database of more than 250,000 adults who have expressed interest in participating in online research. NODE Research actively maintains this database of participants to represent demographic characteristics comparable to the US population. One hundred percent of the database participants have confirmed through a double opt-in process that they want to be part of the database and to be offered opportunities to participate in online research (NODE, 2009).

For the online surveys, the project will use stratified random sampling to select participants. Because we will not be using a statistical method for sampling the respondents, participants and their responses to study questions will not necessarily be representative of the full universe of parents/caregivers of children ages 0-7. However, because these data will be collected for program improvement purposes only, a non-sampling approach is appropriate for our needs.

Based on past experience conducting online research with NODE Research's existing panel, we expect that the response rate for the online surveys will be between 65 and 75 percent.

The Sample Frame

In order to capture various segments of the target audience for the campaign, we recommend the following sampling frame:

- 800 parents/caregivers with children ages 0-7 who are representative of the US population in terms of age, race/ethnicity, income level, and geography
- 125 African American parents/caregivers with children ages 0-7
- 125 Hispanic parents/caregivers with children ages 0-7
- 125 parents/caregivers with children ages 0-7 with household incomes between \$40,000 and \$60,000.

B.2. Procedures for the Collection of Information

The online survey respondents will be recruited through existing data panels. NODE Research has an existing database of adults who have expressed an interest in participating in online research. NODE Research maintains basic demographic information about the members of the panel, including presence and age of children in the household. NODE will select a random sample of parents/caregivers of children ages 0-7 that meet certain screening criteria. Each parent will receive an invitation from NODE Research (see Attachment 3) explaining the general topic of the survey and link to a secure Web site for the survey. The invitation will be in the format preferred by the individual respondent, including emails, SMS text messages, RSS feed to Facebook, and Twitter messaging. Only respondents who have been specifically invited to take the survey can access it using their unique member identification number. Once an identification number attempts the survey, that same number cannot attempt it again. In addition, any identification number that was not invited is denied access.

After clicking on the link, parents will be directed to the screener (Attachment 4), which will be used to confirm whether they are the primary parent/caregiver of children ages 0-7 and qualify for the

study. Parents also will be provided with information about the purpose of the survey and the confidentiality of their responses.

If a parent identifies as eligible based on the responses to the screener questions, the parent will be directed to complete the remainder of the survey, or given instructions on how to resume at a later time. Please see Attachment 1 for the sample survey.

B.3. Methods to Maximize Response Rates and Deal with Nonresponse

For the online surveys, we expect a response rate of between 65 and 75 percent, based on past experience administering similar surveys. To improve the response rate, four reminder invitations will be emailed to parents who were invited to participate but have not yet completed the survey.

B.4. Testing Procedures

The online survey (see Attachment 1) was developed using standard online survey design procedures. The nature and framing of the questions are consistent with those that successfully have been posed among adult audiences on behalf of other national health communication initiatives, including NHANES and BRFSS. In addition, the questions have been pretested internally, using no more than nine individuals to estimate the length of time it will take to complete the questions, as well as to identify any questions that are confusing or difficult to answer.

B.5. Study Design and Statistical Consultant

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The persons who assisted with designing the data collection and who will analyze the data are:

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