

**Miller, Kristine (NIH/NCI) [E]**

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**From:** Goodman, Nina (NIH/NCI) [E]  
**Sent:** Wednesday, October 28, 2009 5:15 PM  
**To:** Horovitch-Kelley, Vivian (NIH/NCI) [E]; Miller, Kristine (NIH/NCI) [E]  
**Subject:** FW: PUBLIC COMMENT ON FEDERAL REGISTER

-----Original Message-----

From: Goodman, Nina (NIH/NCI) [E]  
Sent: Wednesday, October 28, 2009 5:15 PM  
To: 'jean public'  
Subject: RE: PUBLIC COMMENT ON FEDERAL REGISTER

Dear Jean Public,

Thank you for your comments, we will take this under advisement.

Nina  
Nina Goodman, MHS  
Office of Market Research and Evaluation (OMRE) Office of Communications and Education (OCE)  
National Cancer Institute goodmann@mail.nih.gov

-----Original Message-----

From: jean public [mailto:jeanpublic@yahoo.com]  
Sent: Wednesday, October 28, 2009 1:44 PM  
To: Goodman, Nina (NIH/NCI) [E]  
Cc: TODAY@NBC.COM; nytimes nytimes; INFO@TAXPAYER.NET; MEDIA@CAGW.ORG  
Subject: PUBLIC COMMENT ON FEDERAL REGISTER

FIRST OF ALL MOST OF US DONT WANT "COMMUNICATION" FROM NIH BECAUSE THE AGENCY IS FILLED WITH PROFITEERS REPS WHO WANT THE USA CITIZENS TO BE FILLED WITH ARTIFICIAL VACCINES, DRUGS TO MAKE BIG PHARMA AND BIG MEDICINE EXTREMELY PROFITABLE. WE DONT GET BALANCED WORK FROM NIH AT ALL. ORDINARY PEOPLE AND THEIR OPINIONS - YOU GET NO INPUT FROM THEM .THE ONLY INPUT THAT THIS AGENCY GETS IS FROM BIG PHARMA AND BIG MEDICINE PROFITEERS AND YOU TAKE YOUR ORDERS FROM THEM. YOUR NEGLIGENT HANDLING OF WORKING FOR JUST ONE SIDE BEING DRUG PROFITEERING MEANS THE USA DOES NOT GET BALANCE FROM THIS AGENCY AT ALL. YOU STIFLE THOSE WHO DISAGREE WITH YOU. LOOK AT HOW YOU TREAT PEOPLE WHO DISAGREE WITH YOU AND WHO SAY YOUR VACCINES ARE CRUD, POORLY MANUFACTURED AND IN FACT HURT PEOPLE. YOU DONT GIVE OUT GOOD INFORMATION TO COUNTERACT THAT. YOU SIMPLY TREAT THE PERSON AS AN OUTCAST. READ ATLANTIC MAGAZINE NOVEMBER 2009. THERE ARE PLENTY OF PEOPLE IN THIS FIELD WHO DISAGREE WITH THE ALLEGED "PANDEMIC" SWINE FLU CRAP GOING OUT AND INSTEAD OF GIVING US GOOD ANSWERS AND ACCESS TO INFORMATION, YOU SIMPLY BULLY YOUR WAY INTO TRYING TO MAKE EVERYBODY IN THIS COUNTRY BE A PINCUSHION FOR STUPIDITY. JUST INJECT ME - WHATEVER YOU SAY GOES. WELL TEH USA DOES NOT WORK THAT WAY. WE KNOW WHEN WE HAVE BEEN SNOOKERED. AND THESE INJECTIONS ARE EXACTLY THAT. WE DONT NEED ANY MORE "COMMUNICATION" FROM SUCH AN UNBALANCED, PROFITEERING OUITLOOK.

JEANPUBLIC 15 ELM ST FLORHAM PARK NJ079302 [Federal Register: October 28, 2009 (Volume 74, Number 207)]

[Notices]

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health

Proposed Collection; Comment Request; A Generic Submission for Formative Research, Pretesting, and Customer Satisfaction of NCI's Communication and Education Resources (NCI)

SUMMARY: Under the provisions of Section 3506(c)(2)(A) of the Paperwork Reduction Act of 1995, for opportunity for public comment on proposed data collection projects, the National Cancer Institute (NCI), the National Institutes of Health (NIH) will publish periodic summaries of proposed projects to be submitted to the Office of Management and Budget (OMB) for review and approval.

Proposed Collection: Title: A Generic Submission For Formative Research, Pretesting, and Customer Satisfaction of NCI's Communication and Education Resources. Type of Information Collection Request:

REVISION. Need and Use of Information Collection: In order to carry out NCI's legislative mandate to educate and disseminate information about cancer prevention, detection, diagnosis, and treatment to a wide variety of audiences and organizations (e.g., cancer patients, their families, the general public, health providers, the media, voluntary groups, scientific and medical organizations), it is beneficial for NCI, through its Office of Communications and Education (OCE), to pretest NCI communications strategies, concepts, and messages while they are under development. This pretesting, or formative evaluation, helps ensure that the messages, communication materials, and information services created by NCI have the greatest capacity of being received, understood, and accepted by their target audiences. Since NCI's OCE also is responsible for the design, implementation, and evaluation of education programs over the entire cancer continuum, and management of NCI initiatives that address specific challenges in cancer research and treatment, it is also necessary to ensure that customers are satisfied with programs. This customer satisfaction research helps ensure the relevance, utility, and appropriateness of the many educational programs and products that OCE and NCI produce.

OCE will use a variety of qualitative (focus groups, interviews) and quantitative (paper, phone, in-person, and Web surveys) methodologies to conduct this formative and customer satisfaction research, allowing NCI to: (1) Understand characteristics (attitudes, beliefs, and behaviors) of the intended target audience and use this information in the development of effective communication tools and strategies; (2) use a feedback loop to help refine, revise, and enhance messages, materials, products, and programs--ensuring that they have the greatest relevance, utility, appropriateness, and impact for/to target audiences; and (3) expend limited program resource dollars wisely and effectively. This package represents the combination of a currently approved generic submission, ``Pretesting of NCI's Office of Communications Messages,'' (OMB No. 0925-0046) and a formerly approved generic submission, ``Customer Satisfaction with Educational Programs and Products of the NCI'' (OMB No. 0925-0526).

Frequency of Response: On occasion. Affected Public: Individuals or households; Businesses or other for profit; Not-for-profit institutions; Federal Government; State, Local, or Tribal Government.

Type of Respondents: Adult cancer patients; members of the public; health care professionals; researchers; organizational representatives.

The table below outlines the estimated burden hours required for a three-year approval of this generic submission. There are no Capital Costs, Operating Costs, and/or Maintenance Costs to report.

Table 1--Estimates for Burden Hours for Three Years  
[Generic study]

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Minutes/hour response	Total burden Survey method hours	Total number of respondents	Frequency of response	per
Focus Groups..... (1.5)	1,350.00	900	1	90/60
Individual In-Depth Interviews (Typically longer (.75)	450.00	600	1	45/60
than 15 minutes, includes Web site usability testing).....				
Brief Interviews (Typically less than 5 minutes) (.17)	3,166.67	19,000	1	10/60
Surveys (Web, phone, in-person, paper-and- (.17)	2,083.33	12,500	1	10/60
pencil).....				
Totals.....		33,000	.....	
..... 7,050.00				

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Request for Comments: Written comments and/or suggestions from the public and affected agencies are invited on one or more of the following points: (1) Whether the proposed collection of information is necessary for the proper performance of the function of the agency, including whether the information will have practical utility; (2) The accuracy of the agency's estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions used; (3) Ways to enhance the quality, utility, and clarity of the information to be collected; and (4) Ways to minimize the burden of the collection of information on those who are to respond, including the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

FOR FURTHER INFORMATION CONTACT: To request more information on the proposed project or to obtain a copy of the data collection plans and instruments, contact Nina Goodman, Senior Public Health Advisor, Office of Communications and Education (OCE), NCI, NIH, 6116 Executive Blvd., Suite 400, Rockville, MD 20892, call non-toll-free number 301-435-7789 or e-mail your request, including your address to: [goodmann@mail.nih.gov](mailto:goodmann@mail.nih.gov).

Comments Due Date: Comments regarding this information collection are best assured of having their full effect if received within 60 days of the date of this publication.

Dated: October 21, 2009.  
Vivian Horovitch-Kelley,  
NCI Project Clearance Liaison, National Institutes of Health.  
[FR Doc. E9-25954 Filed 10-27-09; 8:45 am]

BILLING CODE 4101-01-P