

Justification For Change Request

Voluntary Product Satisfaction and Usability Assessment

OMB # 0920-0847

CDC received approval on 02/26/2010 for a 3-year generic clearance to evaluate the quality of its products through customer satisfaction assessments. The terms of clearance include:

“This generic clearance for CDC/NCIPC Voluntary Product Satisfaction and Usability Assessment is approved under the following conditions: 1) CDC/NCIPC shall use the generic clearance to collect customer satisfaction data (via response cards and web-based surveys) where the agency seeks to gather information for general product improvement, not for publication or for the purpose of informing significant policy or resource allocation decisions. 2) Information collected will not include personally identifiable information such as name or address. 3) For individual response cards or web-based surveys, CDC/NCIPC shall submit a generic IC in ROCIS along with an abbreviated supporting statement. This statement shall include all relevant information, including a statement of need, intended use of information, description of respondents, information collection procedures, expected response rate, justification for incentive (if applicable), and estimated burden”

In 2008, the Office of Management and Budget (OMB) approved a comparable generic or “umbrella” clearance for Centers for Disease Control and Prevention’s (CDC) Health Message Testing System (CDC ICR 0920-0572) through November 2011. This generic clearance allows for streamlined health message testing with the pre-approval of a question bank (304 questions). The purpose of the proposed research is to ensure timely health message can be tested for clarity, salience, appeal, and persuasiveness (i.e., the ability to influence behavioral intention). Specifically, this package permits CDC staff to test various health messages without further OMB approval providing the pre-approved questions are used. If any of the questions are altered, a change request must be submitted. The agency monitors the annual burden associated with the message testing.

The terms of clearance for 0920-0847 are not consistent with the terms for 0920-0572. We request a change in the terms of clearance for 0920-0847 to be consistent with the terms of 0920-0572. Specifically, we ask that OMB eliminate the request for submitting a generic IC in ROCIS along with an abbreviated supporting statement for individual response cards or web-based surveys, and instead approve 0920-0847 to conduct customer satisfaction assessments for CDC products from the approved question bank. A

CDC project officer will be assigned to monitor all the assessments associated with this ICR and track burden hours in a database. Results will be provided to ICRO/OMB annually or upon request. The results of these customer satisfaction assessments are not generalizable to the broader population. The results will only be used to improve CDC products related to injury and violence prevention.