

## Information Collection #4

### DHDSP Newsletters: Assessing Usage, Usefulness and Access

Submitted for approval under CDC generic ICR #0920-0864,  
*Improving the Quality and Delivery of CDC's Heart Disease and Stroke Prevention Programs*

June 29, 2011

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#### Data Collection Instrument

Web-based Evaluation Survey (Attachment 1a)

#### Attachments

- Attachment 1b. Web Survey Screen Shots (example)
  - Attachment 2. Introductory Email to Potential Respondents
  - Attachment 3. Invitational Email to Potential Respondents
  - Attachment 4. Follow-up Reminder Email to Survey Respondents
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## Section A: Justification for Information Collection

### A.1 Circumstances Making the Collection of Information Necessary

Heart disease and stroke are two of the top three leading causes of death in the United States. The Centers for Disease Control's (CDC) Division for Heart Disease and Stroke Prevention (DHDSP) funds multiple grantees at the jurisdictional level and has numerous partners focusing on heart disease and stroke. Among other tasks, the communication team at DHDSP is charged with providing grantees, partner organizations and federal agencies, including CDC staff, with updated information related to the topics of heart disease, stroke, sodium/salt, high cholesterol and high blood pressure.

DHDSP disseminates three newsletters related to heart disease and stroke: "In the News," "Salt in the News," and "Salt e-Update." "In the News" is a monthly newsletter that has been distributed since 2008. It is comprised of summaries of and links to recently published articles as well as DHDSP publications, conferences and activities related to sodium/salt, high blood pressure, high cholesterol, heart disease and stroke topics. "Salt in the News" is a biweekly newsletter that monitors media coverage related to salt/sodium in the diet, heart disease and stroke. This newsletter provides links and brief descriptions of the identified stories. "Salt e-Update" is a biweekly newsletter that provides recipients with information and research updates related to salt/sodium (e.g., dietary guidelines, proposed regulations and sodium/salt related research). Both "Salt in the News" and "Salt e-Update" have been distributed since 2010.

None of these newsletters have been evaluated since their establishment.

The Centers for Disease Control and Prevention (CDC) Division for Heart Disease and Stroke Prevention (DHDSP) requests OMB approval of a web-based survey involving state, local tribal and territorial health

department staff, partner organizations and federal agencies-including CDC staff-as respondents. Information will be collected about the usage, usefulness and preferred access to three newsletters: “In the News,” “Salt in the News” and “Salt e-Update” which are distributed by DHDSP. The information collection instrument includes quantitative and qualitative questions pertaining to use and usefulness of the newsletters. DHDSP communications and evaluation staff will use the survey results to recommend future improvements to newsletter content and distribution methods.

## **Privacy Impact Assessment**

### Overview of the Information Collection

Respondents for the web-based survey will be personnel from state, local, tribal and/or territorial health departments (including program managers, epidemiologists, evaluators, and health educators), non-profit and for-profit organizations (including program managers or program coordinators, epidemiologists, policy analysts, and health educators), and staff from federal agencies including CDC. Information will be collected using Survey Monkey™, a web-based platform, in the summer of 2011. The data collection will be open for approximately 2 weeks. Links to the survey site and other materials will be distributed by the project lead using the newsletters’ distribution list and will include a consent statement at the beginning of each survey. The email list for “Salt in the News” and “Salt e-Update” is the same. “In the News” has a separate email distribution list. Each participant will answer questions corresponding to the newsletters they receive. The email list recipients for both lists include:

- Federal agencies, including CDC staff
- CDC-funded programs:
  - o National Heart Disease and Stroke Prevention Program
  - o WISEWOMAN (Well-Integrated Screening and Evaluation for WOMen Across the Nation) programs
  - o Paul Coverdell National Acute Stroke Registry
  - o Sodium Reduction Communities
  - o Mississippi Delta Health Collaborative
- Non-profit and For-profit Organizations

### Information to be Collected in Each Part of the Survey

Section A: Demographic Background

Section B: Identification and assessment of recipients’ usage, perceived usefulness and preferred access to the newsletters

Section C: Additional Comments

### Identification of Website(s) and Website Content Directed at Children Under 13 Years of Age

The link to the survey site will only be distributed to recipients of DHDSP’s newsletters. There is no website content directed at children under 13 years of age.

## **A.2 Purpose and Use of Information Collection**

Results from this survey will be used to determine the use and usefulness of “In the News,” “Salt in the News” and “Salt e-Update” newsletters. Based on findings, CDC will produce an evaluation report for internal use. CDC’s DHDSP staff will use this information to improve the content and distribution of the information provided within “In the News,” “Salt in the News” and “Salt e-Update.”

## **A.3 Use of Improved Information Technology and Burden Reduction**

Information will be collected electronically through a convenient, web-based system. Respondents have the option of completing the survey in one session, or saving partially complete surveys for completion at a later date or time. The survey will be programmed with skip patterns and will route the respondent only to questions pertaining to the newsletter(s) that he or she receives.

## **A.4 Efforts to Identify Duplication and Use of Similar Information**

These newsletters have not been evaluated since their establishment. The recipients have not been prompted to provide any type of feedback related to the newsletters; therefore data duplications do not exist.

## **A.5 Impact on Small Business or Other Small Entities**

There will be no impact on small businesses or other small entities.

## **A.6 Consequences of Collecting the Information Less Frequently**

Considering that the DHDSP newsletters have not been evaluated since their establishment, without the proposed information collection CDC would not have any data related to the usage, perceived usefulness or preferred access to the newsletters.

## **A.7 Special Circumstances Relating to the Guidelines of 5 CFR 1320.5**

There are no special circumstances.

## **A.8 Comments in Response to the Federal Register Notice and Efforts to Consult Outside the Agency**

Not applicable.

## **A.9 Explanation of Any Payments or Gift to Respondents**

No payments or gifts will be offered to respondents.

## **A.10 Assurance of Confidentiality Provided to Respondents**

### Privacy Act Determination

The survey will not ask for the names of any respondents and the respondents will not be providing any personal or identifying information about themselves. As a result, the Privacy Act does not apply.

### Safeguards

Respondent names will not be collected with this survey, and additional safeguards will be used to protect the privacy of responses. The SurveyMonkey™ system collects and uses IP addresses for system administration and record-keeping purposes, but IP addresses will not be provided to CDC. Although the SurveyMonkey™ online data collection system provides the option of obtaining respondents' email addresses, this option will not be selected for this information collection. All respondent data will be stored in secure, password-protected electronic files. Additional information about SurveyMonkey™ is available at <http://www.surveymonkey.com>. The project lead is responsible for cleaning and analyzing data and for developing a report to be shared with DHDSP managers. Evaluation reports will be based on non-identifiable, aggregate data.

### Consent

The Associate Director for Science in DHDSP has made a determination that the survey is not research involving human subjects and further, that the project does not need the review of the CDC Institutional Review Board. However, an Informed Consent Statement is provided at the beginning of each survey instrument.

### Nature of Response

Participation in the data collection is voluntary, as noted in the Informed Consent Statement at the beginning of each survey.

## **A.11 Justification for Sensitive Questions**

Not applicable. No personal or sensitive information will be collected.

## **A.12 Estimates of Annualized Burden Hours and Costs**

All persons on the "In the News" and "Salt in the News"/"Salt e-Update" email distribution list will be asked to complete the survey (see **Attachment 1a**). The total number of potential respondents is 473 (521 recipients on the "In the News" email list, and 253 recipients on the "Salt in the News"/"Salt e-Update" distribution list, including 42 recipients who are on both distribution lists, and excluding 259 persons who are Federal employees). One survey will be used to elicit responses related to all three newsletters. Each respondent will be routed to the appropriate survey questions based on their answer obtained to survey question #4. Example screen shots are provided in **Attachment 1b**. The burden per response is estimated to range between 5 minutes and 10 minutes, with an average of 10 minutes or less per response. The total estimated annualized burden is 79 hours.

**Table A.12.A. Estimated Annualized Burden to Respondents**

Type of Respondents	Form Name	Number of Respondents	Number of Responses per Respondent	Average Burden per Respondent	Total Burden (in hours)
Recipients on “ <i>In the News</i> ” email list and/or “ <i>Salt in the News</i> ” and “ <i>Salt e-Update</i> ” merged email list	Web-based Evaluation Survey	473	1	10/60	79

The total estimated cost to respondents is \$1,808. This calculation was based on the national average hourly wage rate of \$22.89 as of March 2011 (DOL/Bureau of Labor Statistics, <http://www.bls.gov/news.release/pdf/realer.pdf>). There are no costs to respondents other than their time.

**Table A.12.B Estimated Annualized Cost to Respondents**

Type of Respondents	Form Name	Number of Respondents	Total Burden (in hours)	Average Hourly Wage Rate	Total Cost to Respondents
Recipients on “ <i>In the News</i> ” email list and/or “ <i>Salt in the News</i> ” and “ <i>Salt e-Update</i> ” email list	Web-based Evaluation Survey	732	79	\$22.89	\$1,808

**A.13 Estimates of Other Annual Cost Burden to Respondents and Record Keepers**

There are no capital, start-up, operating, or maintenance costs associated with participating in this information collection.

**A.14 Annualized Cost to the Federal Government**

The project involves 5% effort of a GS-13 who is responsible for project oversight, 5% of a GS-12 who is responsible for assisting with the interpretation of results, and 20% effort of a PHPS fellow who is responsible for data collection, analysis, and report preparation. There are no contractual costs. The total estimated cost to the government is \$18,000.

**Table A.14.A Estimated Annualized Cost to the Government**

Federal Personnel	Annual FTE	Percent Effort	Cost
GS-13	85,000	5%	\$4,250
GS-12	75,000	5%	\$3,750
PHPS Fellow	\$50,000	20%	\$10,000
Total			\$18,000

**A.15 Explanation for Program Changes or Adjustments**

This is a new, one-time information collection.

**A.16 Plans for Tabulation and Publication and Project Time Schedule**

Information collection will occur in the summer of 2011 and analysis will be completed during the summer of 2011. A final report for internal use by DHDSP management is anticipated by September 20, 2011.

**A.17 Reason(s) Display of OMB Expiration is Inappropriate**

The expiration date of OMB approval will be displayed on all information collection instruments.

**A.18 Exceptions to Certification for Paperwork Reduction Act Submissions**

No exceptions are requested.

**B. Statistical Methods**

**B.1 Respondent Universe and Sampling Methods**

All recipients of the newsletters will be invited to participate. No statistical selection methods will be used. The total number of potential respondents is 473 (521 recipients on the “In the News” email list, and 253 recipients on the “Salt in the News”/“Salt e-Update” distribution list, including 42 recipients who are on both distribution lists, and excluding 259 persons who are Federal employees).

**B.2 Procedures for the Collection of Information**

Newsletter recipients will receive an introductory email (**Attachment 2**) informing them of the project and explaining that they will have the opportunity to voluntarily respond to an electronic survey about the newsletter. The introductory email will also explain that recipients can expect to receive an emailed link to the survey in approximately one week. Approximately one week after distribution of the introductory email, the project lead will distribute an invitational email (**Attachment 3**) to all potential respondents. The invitational email will provide instructions for completing the survey and provide a website link to the survey (see **Attachments 1a** and **1b**). The survey link will remain open for data collection for 14 days.

**B.3 Methods to Maximize Response Rates and Deal with Non-response**

To encourage participation and to remind programs of closing dates for completing the survey, CDC will send a follow-up/reminder email (**Attachment 4**) to each newsletter recipient at the end of the first week of data collection. The email will include instructions for completing the survey and provide a website link to the survey. The follow-up email will remind individuals who have not completed the survey that their participation would be appreciated. It will also instruct recipients who have already completed the survey to disregard the reminder. The follow-up email must be distributed to all potential respondents, since the method of ensuring anonymity of responses precludes the possibility of targeting only non-respondents.

**B.4 Test of Procedures or Methods to be Undertaken**

The estimated burden per response was determined by pre-testing the survey with CDC staff assigned to the DHDSP Evaluation Team or the DHDSP Communication Team. Each staff member was asked to complete the survey three times: the first time as if they only receive one of the newsletters, the second time as if they had received two of the newsletters and the third time as if they had received all three newsletters. Each respondent was also asked to document how long it took them to complete the survey each time. The average time taken for respondents to complete the survey ranged from 5 minutes to 10 minutes.

**B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data**

DHDSP Staff	Statistical/ methodological/data collection consultants	Data collection	Data analysis
Floyd Bonner PHPS Fellow Communications Team 770-488-8078, <a href="mailto:Fbonner@cdc.gov">Fbonner@cdc.gov</a>	X	X	X
Christopher Thomas Public Health Advisor Communications Team 770-488-4503, <a href="mailto:cnt4@cdc.gov">cnt4@cdc.gov</a>	X		X
Derrick Gervin Health Scientist Evaluation Team 770-488-5004, <a href="mailto:Dgervin@cdc.gov">Dgervin@cdc.gov</a>	X		X