

GENERIC SUB-STUDY SUBMISSION – 0925-0046-17

DATE OF REQUEST: 7/27/2011

SUB AGENCY (I/C): NIH/NCI/OD/OCE

TITLE OF SUB-STUDY: Collection of Data from NCI’s Cancer Information Service (CIS) Website Clients via E-mail Contact Form

GENERIC CLEARANCE UNDER OMB #0925-0046-17 **EXP. DATE:** 02/28/2013

TOTAL BURDEN APPROVED: 7050 hours
BURDEN APPROVED TO DATE: 2520 hours
BURDEN FOR THIS REQUEST: 33 hours

ABSTRACT:

The NCI’s Cancer Information Service (CIS) (OMB No. 0925-0208, Expiration Date 8/31/2012) responds to cancer-related questions from patients, their families and friends, the general public and health professionals through a variety of communications channels. These include telephone, email, and live chat through NCI’s web site. E-mail is particularly challenging because the current online e-mail contact form provides little direction or assessment of a situation. The form solicits just three pieces of information: the e-mail subject of inquiry, the body of the e-mail including the requested information by the client, and the client’s e-mail address. Because the current form asks for minimal information, e-mails are often vague and responses hard to tailor.

In this regard, OCE seeks to test a new e-mail contact form that solicits more detailed information from website users. To test usability of the new e-mail contact form, OCE will seek feedback from 200 persons. Staff will collect general commentary from these individuals. From the www.cancer.gov website, we propose adding to the paragraph titled “E-mail.” “Help us evaluate a new e-mail form”. The user would click on the associated link that would take them to the draft form and a short set of questions. User review would be completely voluntary.

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED? ____ YES __X__ NO _____ N/A	IS PERSONALLY IDENTIFIABLE INFORMATION (PII) BEING COLLECTED? ____ YES __X__ NO _____ N/A
OBLIGATION TO RESPOND: __X__ VOLUNTARY ____ REQUIRED TO OBTAIN OR RETAIN BENEFITS ____ MANDATORY	TYPE OF COLLECTION/RESEARCH? __X__ CUSTOMER SATISFACTION ____ USABILITY TESTING ____ FOCUS GROUPS ____ PRETESTING ____ FORMATIVE RESEARCH __X__ QUESTIONNAIRE DEVELOPMENT ____ OTHER: _____
HOW WILL THIS SURVEY BE OFFERED? __X__ WEB SITE ____ TELEPHONE INTERVIEW ____ MAIL RESPONSE ____ IN PERSON INTERVIEW ____ OTHER: _____	
CONTACT INFORMATION: NAME: Nina Goodman TELEPHONE NUMBER: 301-435-7789 EMAIL ADDRESS: goodmann@mail.nih.gov	

GENERIC SUB-STUDY SUBMISSION – 0925-0046-18

DATE OF REQUEST: 7/27/2011

SUB AGENCY (I/C): NIH/NCI/OD/OCE

TITLE OF SUB-STUDY: NCI Message Testing with the General Population

GENERIC CLEARANCE UNDER OMB #0925-0046-18 EXP. DATE: 02/28/2013

TOTAL BURDEN APPROVED: 7050 hours

BURDEN APPROVED TO DATE: 2520 hours

BURDEN FOR THIS REQUEST: 123 hours

ABSTRACT:

As a world leader in cancer research, NCI's Web site (www.cancer.gov) and communication products are a primary means of communication and education for its major audiences. Recognizing that cancer research and treatment have become increasingly complex, NCI is invested in ensuring that information about the changes in cancer research, the approaches taken to cancer treatment, and the critical role that NCI plays in addressing cancer treatment and prevention as well as moving cancer research forward is clearly communicated and disseminated to its major audiences, including the general population. To this end, the Communications Planning and Coordination Branch (CPCB) within NCI/OCE has developed, to date, themes and content that it sees as important to communicate about NCI and the research efforts underway to prevent and treat cancer. Three central themes have currently been proposed, each with their own sub-themes and proposed content/storylines. The OCE is interested in conducting thematic and content testing of these themes through a focus group study. The focus groups will be comprised of members of the general public using some variation of the proposed themes and messages. The results from this research will help inform NCI's immediate and future communications efforts.

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> N/A	IS PERSONALLY IDENTIFIABLE INFORMATION (PII) BEING COLLECTED? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO <input type="checkbox"/> N/A
OBLIGATION TO RESPOND: <input checked="" type="checkbox"/> VOLUNTARY <input type="checkbox"/> REQUIRED TO OBTAIN OR RETAIN BENEFITS <input type="checkbox"/> MANDATORY	TYPE OF COLLECTION/RESEARCH? <input type="checkbox"/> CUSTOMER SATISFACTION <input type="checkbox"/> USABILITY TESTING <input checked="" type="checkbox"/> FOCUS GROUPS <input type="checkbox"/> PRETESTING <input type="checkbox"/> FORMATIVE RESEARCH <input type="checkbox"/> QUESTIONNAIRE DEVELOPMENT <input type="checkbox"/> OTHER: _____
HOW WILL THIS SURVEY BE OFFERED? <input type="checkbox"/> WEB SITE <input type="checkbox"/> TELEPHONE INTERVIEW <input type="checkbox"/> MAIL RESPONSE <input checked="" type="checkbox"/> IN PERSON INTERVIEW <input type="checkbox"/> OTHER: _____	
CONTACT INFORMATION: NAME: Nina Goodman TELEPHONE NUMBER: 301-435-7789 EMAIL ADDRESS: goodmann@mail.nih.gov	