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To: Office of Management and Budget (OMB)

Through: Reports Clearance Officer, DHHS
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From: Shavon Artis
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Subject: The Healthy Native Babies Project Post-training Survey (OMB Control Number
0925-0532, expiration date January 31, 2011)

The staff at the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD) Office of Science Policy, Analysis and Communications (OSPAC) plans to conduct a post-training survey under OMB Control Number 0925-0532, expiration date January 31, 2011. The survey will assess if trainees have been conducting outreach in their communities over the last year and utilizing the information, materials, and tools provided from the training.

Circumstances Making the Collection of Information Necessary

Since the NICHD-led *Back to Sleep* campaign was initiated in the early 1990s, the rate of Sudden Infant Death Syndrome (SIDS) has declined by about 50 percent. This decline has occurred in all segments of the population, although the decline has been less in American Indian communities. Today, American Indian infants are almost three times as likely to die from SIDS as white infants. The Aberdeen Area Infant Mortality Study, a study of Northern Plains Indians, found that infants were less likely to die of SIDS if their mothers received visits from public health nurses before and after giving birth. This study was funded by three agencies of the Department of Health and Human Services: the Indian Health Service (IHS), NICHD of the National Institutes of Health, and the Centers for Disease Control and Prevention (CDC).

In 2002, the NICHD met with American Indian and Alaska Native (AI/AN) stakeholders and federal partners to address the high SIDS rates in American Indian and Alaska Native communities. A work group was formed to create an outreach initiative focusing on the Northern Tier of the United States, where AI/AN SIDS rates are the highest. Based on a series of focus groups/discussion sessions with AI/AN parents, the NICHD in collaboration with Native American Management Services, Inc developed adaptable, culturally-appropriate SIDS risk-reduction materials for use in five Indian Health Service areas in the Northern Tier – Aberdeen, Billings, Bemidji, Portland, and Alaska. Under the guidance of a community-based



work group, educational materials were developed based on recommendations from the five IHS areas. The outreach project is called “Healthy Native Babies: Honoring the Past, Learning for the Future”. Project materials include a Workbook, Resource CD, and Toolkit CD ROM. The interactive CD ROM includes templates for a variety of SIDS risk-reduction educational materials. It contains photographs of American Indian and Alaska Native families and infants from the five regions, taken by local photographers. These photographs can be incorporated into educational materials such as posters, flyers, brochures, and post cards.

Since 2006, a number of train-the-trainer sessions have been held in the five IHS areas to familiarize people with the training resources. Training participants work in the areas of public health, health education or promotion, injury prevention, maternal/child health, childcare or child service, or other programs that reach large numbers of Native families with infants. Training participants learn how to use the tools and to create tailored, effective SIDS risk-reduction educational materials. The training also provides trainers with information about current SIDS research, risk reduction activities/messages, social marketing and community strategies, project management tools, and instructions for how to use the CD-ROM. Additionally, participants engage in hands-on activities to enhance their skill set to work more effectively on SIDS risk-reducing activities with Native families.

The Healthy Native Babies (HNB) Project conducted 14 one-day training sessions in 2009 to assist health professionals and community workers with skills needed to effectively communicate SIDS risk-reduction messages to American Indian and Alaska Native families. A follow-up post-training survey is proposed to determine if attendees have been conducting outreach in their communities over the last year and utilizing the information, materials, and tools provided. The survey will assess which materials trainees found to be most useful in their outreach efforts. We would also like to know the reasons for not conducting outreach and/or the challenges faced along with any other suggestions as we move forward with the project. The survey will be sent to all 152 trainees via email with a link to complete the survey online using a web-based survey tool.

Purpose and Use of the Information Collection

The findings of this survey will be used to guide the development of future HNB training materials. These insights will reveal what types of training tools and materials best facilitate future outreach activities among the trainees.

We will send a link to the survey to the 152 trainees that participated in the training in 2009. The survey will be self-administered online using a web-based survey tool. Completion of the survey will be voluntary with no payment and individual responses will be kept confidential. Findings will be used by the NICHD OSPAC Public Information and Communications Branch for program planning purposes.



Estimate of Burden Hours and Costs

Type of Respondent	Number of Respondents	Frequency of Response	Average Response Time per Hour	Response Burden
Healthy Native Babies Project 2009 Workshop Trainees	152	1	0.17	26 hours/\$0 cost