

**From:** Stacey Gagosian [mailto:[SGagosian@legacyforhealth.org](mailto:SGagosian@legacyforhealth.org)]  
**Sent:** Thursday, August 12, 2010 1:25 PM  
**To:** OMB-Comments (CDC)  
**Subject:** Health Marketing (OMB No. 0920-0753 exp. 10/31/2010)-Extension

Hello,  
I am writing to get more information on the Health Marketing data collection extension that CDC is requesting. We would appreciate any information on this data collection that you could send, including a copy of the data collection plans and instruments. I appreciate your assistance in this matter.

Sincerely,  
Stacey Gagosian

Stacey Gagosian | Manager, Government Affairs  
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1724 Massachusetts Avenue, NW • Washington, DC 20036

**From:** jean public [mailto:usacitizen1@live.com]

**Sent:** Thursday, August 12, 2010 8:57 PM

**To:** om@cdc.gov; americanvoices@mail.house.gov; comments@whitehouse.gov

**Cc:** info@taxpayer.net; media@cagw.org; sf.nancy@mail.house.gov

**Subject:** public comment on federal register omb FW: cdc has become a graft filled shill for big pharma and big medicine- not a real health care agency

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cdc has gone off charter. right now it is doing work that is harmful to america. cdc is at the "forefront" only in their own minds. the rest of america knows our health system is on a par with romania, a third world country. cdc mgt is delerious in making this statement. this agency claims customer feedback but the only "customer"they respond to is rich corporate execs at big pharma. they ignore the general us population, hardly considering themselves "public sevants". they actually consider themselves public masters - themasters of the universe.

i oppose the 3 year extension of omb 0920 0798 health mktg. this is the only thng cdc does is market. however, any real research and real help for america is seriously missing at this agency.

cdc, nih and ahrq should be combined and many ineffective, worthless employees should be downsized. the public is not getting its tax dollars worth at this inefficient, ineffective, worthless agency.

jean public 15 elm st florham park nj079ew

[Federal Register: August 12, 2010 (Volume 75, Number 155)]

[Notices]

[Page 48972-48973]

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

[60-Day-10-0798]

Proposed Data Collections Submitted for Public Comment and  
Recommendations

In compliance with the requirement of Section 3506(c)(2)(A) of the Paperwork Reduction Act of 1995 for opportunity for public comment on proposed data collection projects, the Centers for Disease Control and Prevention (CDC) will publish periodic summaries of proposed projects. To request more information on the proposed projects or to obtain a copy of the data collection plans and instruments, call 404-639-5960

and send comments to Maryam I. Daneshvar, CDC Acting Reports Clearance Officer, 1600 Clifton Road, MS-D74, Atlanta, GA 30333 or send an e-mail to [omb@cdc.gov](mailto:omb@cdc.gov).

Comments are invited on: (a) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology. Written comments should be received within 60 days of this notice.

#### Proposed Project

Health Marketing (OMB No. 0920-0753 exp. 10/31/2010)--Extension-- Office of the Associate Director for Communication (OADC), Centers for Disease Control and Prevention (CDC).

#### Background and Brief Description

Since it was founded in 1946 to help control malaria, the Centers for Disease Control and Prevention (CDC) has remained at the forefront of public health efforts to prevent and control infectious and chronic diseases, injuries, workplace hazards, disabilities, and environmental health threats. Today, CDC is globally recognized for conducting research and investigations and for its action oriented approach. CDC applies research and findings to improve people's daily lives and responds to health emergencies--something that distinguishes CDC from its peer agencies.

As America has entered a new millennium, new health and safety challenges have emerged: Emerging infectious diseases (SARS, monkeypox, pandemic influenza); Terrorism; Environmental threats (hurricanes, wildfires, toxic chemical spills; Aging population; Lifestyle choices (tobacco use, poor nutrition, lack of physical fitness).

CDC is adapting to meet these new challenges. New strategies, new innovations, and new goals bring new focus to the agency's work, allowing CDC to do even more to protect and improve health. CDC is committed to achieving true improvements in people's health. To do this, the agency is defining specific health protection goals to prioritize and focus its work and investments and measure progress.

It is imperative that CDC provide high-quality timely information and programs in the most effective ways to help people, families, and communities protect their health and safety. Through continuous consumer feedback, prevention research, and public health information technology, we identify and evaluate health needs and interests, translate science into actions to meet those needs, and engage the public in the excitement of discovery and the progress being made to improve the health of the Nation. In our outreach to partners, we build relationships that model shared learning, mutual trust, and diversity in points of view and sectors of society.

OADC is requesting a 3-year extension of OMB 0920-0798, Health Marketing, to provide feedback on the development, implementation and satisfaction regarding public health services, products, communication campaigns and information. The information will be collected using standard qualitative and quantitative methods such as interviews, focus groups, and panels, as well as questionnaires administered in person, by telephone, by mail, by email, and online. More specific types of studies may include: User experience and user-testing; concept/product/package development testing; brand positioning/identity research; customer satisfaction surveying; ethnography/observational studies; and

mystery shopping. The data will be used to provide input to the development, delivery and communication of public health services and information at CDC and to address emerging programmatic needs.

Every National Center and Office at CDC will have the opportunity to utilize this generic clearance. There is no cost to the respondents other than their time.

[[Page 48973]]

Estimated Annualized Burden Hours

Type of respondents	Number of respondents	Number of responses per respondent	Average burden per response (hours)
CDC Partners, Public Health Professionals, Health Care Professionals, General Public.....	25,000	1	27
Total.....	25,000		

Dated: August 6, 2010.

Maryam I. Daneshvar,  
Acting Reports Clearance Officer, Centers for Disease Control and Prevention.

[FR Doc. 2010-19911 Filed 8-11-10; 8:45 am]

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