

**OMB CLEARANCE APPLICATION:
HEALTHY LIVING INNOVATION AWARDS APPLICATION FORM**

Office of the Assistant Secretary for Planning and Evaluation

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A. JUSTIFICATION

1. Circumstances Making the Collection of Information Necessary

The Office of the Assistant Secretary for Planning and Evaluation (ASPE) is requesting emergency approval from the Office of Management and Budget (OMB) to receive applications from public and private sector organizations for the Healthy Living Innovation Awards. This initiative uses Recovery Act funds and is specified in the Office of the Secretary's Spend Plan for the Prevention and Wellness section of the Recovery Act. Thus we are on a very strict and aggressive timeline for completion. Data collection must begin in December to have this process completed by late March. The project will provide an opportunity for HHS to increase public awareness of creative approaches to develop and expand innovative health promotion programs and duplicate successful strategies in various settings. ASPE has contracted with the National Opinion Research Center (NORC), affiliated with the University of Chicago, to coordinate the nomination and selection process for the awards.

The Healthy Living Innovation Awards is a new HHS initiative designed to identify and acknowledge innovative health promotion projects within the last 3 years that have demonstrated a significant impact on the health status of a community. As a part of the Awards selection process interested private and public sector organizations will nominate themselves by completing an online form that asks several questions related to the project and the organization as a whole. The nomination form is designed to collect basic information (e.g. title of program, type of organization, contact information) and more specific information to determine innovation and replicability of the nominated programs (e.g. target audience, program participation, operating costs). The responses to these questions will be used to determine the best-qualified nominees for each award category (faith-based and/or community initiatives, health care delivery system, healthy work place large and small, non-profit, public sector, *Let's Move* Cities and Towns, and schools k-12).

An HHS expert panel will review nominations and make an initial selection of the most promising innovations in each category. An executive summary of the nomination form for the most promising innovations will then be posted on the HHS Healthy Living Innovation Awards website for public voting. The Secretary of the U.S. Department of Health and Human Services will make final determination of the award winners in each category based on public votes and recommendations from the HHS expert panel. The Secretary will present awards to the winners in a public recognition ceremony in Washington DC.

The following subsections of this document provide a detailed justification of the nomination form in accordance with OMB requirements.

This collection of data is authorized by Section 301 of the U.S Public Health Service Act (42 U.S.C.241). A copy of this legislation can be found in Appendix 1.

2. Purpose and Use of Information Collection

The Health Living Innovation Awards seeks to: (1) celebrate the accomplishments of private and public sector organizations in promoting healthier lifestyles; (2) identify examples of effective strategies and approaches to developing disease prevention and health promotion programs in various settings, and where possible, the short-term results of those efforts; and (3) provide incentive for partners and stakeholders to develop programs that promote successful prevention programs. By highlighting innovators, the Healthy Living Innovation Awards serve as a catalyst for encouraging a culture of innovation, where creativity, partnerships, and knowledge sharing across sectors are embraced, enabled, and enacted. It is the ultimate goal of the program to increase the number and diversity of individuals, organizations, and groups that are addressing health promotion within communities and encouraging people to include healthy living activities into their daily lives.

3. Use of Improved Information Technology and Burden Reduction

To reduce the burden of applicant response the nomination form for the Healthy Living Innovation Awards will be accepted through the Healthy Living Innovation Awards website. This website will be built from a web-based platform for prizes and challenges made available by the Administration. The website will feature tools, services, and programs that provide innovative solutions to encourage healthy living. It will highlight the most promising innovations nominated for the Healthy Living Innovation Awards, and allow the public to vote and comment on the best innovations in each category. Thus applicants can complete and submit forms on-line, as well as receive instructions for completing the nomination process and view frequently asked questions.

4. Efforts to Identify Duplication and Use of Similar Information

ASPE conducted a literature review, and the search did not identify any awards at the Federal level in health promotion disease prevention. The literature included award descriptions for several prevention awards in the areas of crime, violence, and pollution. The literature does not provide more than scattered descriptions of organizational, state, and local awards in health promotion and disease prevention, none of which relate specifically to

the areas of healthy weight, physical activity, and nutrition highlighted by the Healthy Living Innovation Awards.

5. Impact on Small Businesses or other Small Entities

The nomination form will have minimal impact on small entities as only one individual per organization will be able to submit a nomination form. Further, completion of the nomination form will require minimal time out of applicant's workday to complete (approximately 30 min).

6. Consequences of Collecting Data Less Frequently

The design of this nomination form requires only one data collection activity per applicant. Without collecting this data, HHS will not be able to identify and adequately evaluate examples of innovative strategies and approaches for disease prevention and health promotion programs in the private and public sectors, which is essential in making award selections. In addition, collecting this detailed information will assist in disseminating promising practices to ultimately increase the number and diversity of individuals, organizations, and groups that are addressing health promotion within communities. Thus, HHS will benefit in collecting this information in that it will answer specific questions about nominated innovative health promotion and disease prevention programs and inform the selection process.

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

This request is consistent with the general information collection guidelines of 5 CFR 1320.5(d)(2).

8. Comments in Response to Federal Register Notice/ Outside Consultation

An emergency Federal Register Notice was published on October 22, 2010. For Federal Register information, see the Office of the Secretary Certification Form.

HHS staff and advisors consulted in the development of this project include:

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Linda Adams (Office of the Assistant Secretary for Public Affairs/HHS)

Read Holman (Office of the Assistant Secretary for Public Affairs/HHS)

9. *Payments/Gifts to Respondents*

There will be no payments or gifts to respondents. An award plaque will be given to each award winner from the Secretary with an estimated monetary value of less than \$100.00.

10. *Assurance of Confidentiality*

Confidentiality for information obtained on the nomination form cannot be assured given that the nomination form will be used for the purpose of selecting awardees for the Healthy Living Innovation Awards and disseminating information on innovative disease prevention and health promotion programs in various settings. As a part of the Awards selection process interested private and public sector organizations will nominate themselves by completing an online form that asks several questions related to the project and the organization as a whole. The responses to these questions will be used to determine the best-qualified nominees for each award category by an HHS expert panel. An executive summary of the nomination form for the most promising innovations will then be posted on the HHS Healthy Living Innovation Awards website for public voting. The executive summary of the final award winners in each category will be highlighted on the Healthy Living Innovation Awards website along with a 2 minute video about the program. Respondents will be informed in the nomination instructions and the nomination form that the information provided in the nomination form will be used for the purpose of selecting awardees for the Healthy Living Innovation Awards and disseminating information on innovative disease prevention and health promotion programs in various settings. An executive summary of the nomination form for the most promising innovations will be posted on the Healthy Living Innovation Awards website for public viewing as well as made available for dissemination purposes. In addition, the organization information as well as the name of a contact person will be made available on the website for replication purposes.

11. *Questions of a Sensitive Nature*

The application will not include any questions of a sensitive or personal nature. Respondents will be asked to provide a brief description of the organization where the exemplary program is housed, a narrative of the project, and detailed information on the initiative's creativity/innovation, leadership, sustainability, replicability, and results. The questions are

designed to solicit information solely regarding the exemplary program to provide the expert panel with enough information to make an informed selection of awardees.

12. Estimates of Annualized Hour and Cost Burden

In Exhibit 1 and 2, we provide estimates of the collection burden on applicants for this effort. Applicants will participate in data collection one time only, responding via an online nomination form. Hour burden estimates were determined based on a similar nomination form used in the Secretary’s Innovation in Prevention Awards conducted from 2004-2007.

EXHIBIT 1. ESTIMATE ANNUALIZED TIME BURDEN TO RESPONDENTS

Type of Respondent	Estimated # of Respondents	Responses per Respondent	Hours per Response	Estimated Total Burden Hours
Organization (Social and Community Service Managers)	120	1	30/60	60

Total burden (hours): 60

EXHIBIT 2. ESTIMATE OF COST BURDEN TO RESPONDENTS

Type of Respondent	Estimated # of Respondents	Total Burden Hours	Average Hourly Wage Rate	Total Respondent Cost
Organization (Social and Community Service Managers)	120	60	\$29.12*	\$1,747.20

Total cost burden: \$1,747**

*Based on hourly wage for Social and Community Service Managers, U.S. Department of Labor, Bureau of Labor Statistics. Extracted March 5, 2010, from www.bls.gov.

**Number have been rounded

13. Estimates of Other Annualized Cost Burden to Respondents

Information collected on the nomination form for this study will not result in any additional capital, start-up, maintenance, or purchase costs to respondents or record keepers.

14. Estimates of Annualized Cost to the Government

The total estimated cost of implementing the Healthy Living Innovation Awards--including design, web development, solicitation and verification of

nominees will be \$99,064.00 over 10 months. The annual cost is \$99,064.00.

In addition, a portion of the costs are for personnel costs of several Federal employees involved in the development, oversight, and analysis of information collection, amounting to an annualized cost of \$25,417 for Federal labor. The total annualized cost for the assessment is therefore the sum of the annual contracted data collection cost (\$99,064.00) and the annual Federal labor cost (\$25,417), or a total of \$124,481.

15. Program Changes

This is a new collection of data.

16. Time Schedule, Publication and Analysis Plans

The information collected on the nomination form will be used for the purpose of selecting awardees for the Healthy Living Innovation Awards and disseminating information on innovative disease prevention and health promotion programs in various settings. In order to present a coherent plan, this section presents a brief overview of the study purpose, selection process, and the time schedule for completing the project, including dissemination of information.

As a part of the Awards selection process interested private and public sector organizations will nominate themselves by completing an online form that asks several questions related to the project and the organization as a whole. The responses to these questions will be used to determine the best-qualified nominees for the following award categories: faith-based and/or community initiatives, health care delivery system, healthy work place large and small, non-profit, public sector, *Let's Move* Cities and Towns, and schools k-12.

An HHS expert panel will review nominations and make an initial selection of the most promising innovations in each category based on the following criteria: 1) Creativity and innovation; 2) Leadership; 3) Sustainability; 4) Replication; and 5) Results/outcomes. An executive summary of the nomination form for the most promising innovations will then be posted on the HHS Healthy Living Innovation Awards website for public voting. The Secretary of the U.S. Department of Health and Human Services will make final determination of the award winners in each category based on public votes and recommendations from the HHS expert panel. The Secretary will present awards to the winners in a public recognition ceremony in Washington DC.

Information will be collected over a one to two month period following OMB approval. Exhibit 3 provides a schedule of data collection, awardee selection,

and announcement following OMB approval. **Because this initiative uses Recovery Act funds and is specified in the Office of the Secretary’s Spend Plan for the Prevention and Wellness section of the Recovery Act we are on a very strict and aggressive timeline for completion. Thus data collection must begin in December at the latest.** Data collection for the project will be completed within 4 months of OMB Clearance.

Exhibit 3. Timetable for Data Collection, Selection, and Announcement of Awardees

Activity	Expected Date of Completion
Complete Development of Website	During OMB review
Nomination Process (data collection)	1-2 months following OMB approval
Selection of Promising Programs	3 months following OMB approval
Public Voting	3-4 months following OMB approval
Verification Process	3-6 months following OMB approval
Announcement of Awardees	7 months following OMB approval

17. Approval not to Display the Expiration Date for OMB approval

ASPE does not seek this exemption.

18. Exception to Certification Statement

There are no exceptions to the certification statement.

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

The nomination form will be used for the sole purpose of selecting awardees for the Healthy Living Innovation Awards and disseminating information on innovative disease prevention and health promotion programs in various settings. Statistical methods will not be employed for this data collection.

The government project officer for this study is:

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ATTACHMENT 1

SECTION 301 OF THE PUBLIC SERVICE ACT (42 U.S.C.241)

TITLE III—GENERAL POWERS AND DUTIES OF PUBLIC
HEALTH SERVICE

PART A—RESEARCH AND INVESTIGATION
IN GENERAL

SEC. 301. ø241¿ (a) The Secretary shall conduct in the Service, and encourage, cooperate with, and render assistance to other appropriate public authorities, scientific institutions, and scientists in the conduct of, and promote the coordination of, research, investigations, experiments, demonstrations, and studies relating to the causes, diagnosis, treatment, control, and prevention of physical and mental diseases and impairments of man, including water purification, sewage treatment, and pollution of lakes and streams. In carrying out the foregoing the Secretary is authorized to—

- (1) collect and make available through publications and other appropriate means, information as to, and the practical application of, such research and other activities;
- (2) make available research facilities of the Service to appropriate public authorities, and to health officials and scientists engaged in special study;
- (3) make grants-in-aid to universities, hospitals, laboratories, and other public or private institutions, and to individuals for such research projects as are recommended by the advisory council to the entity of the Department supporting such projects and make, upon recommendation of the advisory council to the appropriate entity of the Department, grants-in-aid to public or nonprofit universities, hospitals, laboratories, and other institutions for the general support of their research;
- (4) secure from time to time and for such periods as he deems advisable, the assistance and advice of experts, scholars, and consultants from the United States or abroad;
- (5) for purposes of study, admit and treat at institutions, hospitals, and stations of the Service, persons not otherwise eligible for such treatment;
- (6) make available, to health officials, scientists, and appropriate public and other nonprofit institutions and organizations, technical advice and assistance on the application of statistical

methods to experiments, studies, and surveys in health and medical fields;

(7) enter into contracts, including contracts for research in accordance with and subject to the provisions of law applicable to contracts entered into by the military departments under title 10, United States Code, sections 2353 and 2354, except that determination, approval, and certification required thereby shall be by the Secretary of Health, Education, and Welfare; and

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(8) adopt, upon recommendations of the advisory councils to the appropriate entities of the Department or, with respect to mental health, the National Advisory Mental Health Council, such additional means as the Secretary considers necessary or appropriate to carry out the purposes of this section.

The Secretary may make available to individuals and entities, for biomedical and behavioral research, substances and living organisms. Such substances and organisms shall be made available under such terms and conditions (including payment for them) as the Secretary determines appropriate.

(b)(1) The Secretary shall conduct and may support through grants and contracts studies and testing of substances for carcinogenicity, teratogenicity, mutagenicity, and other harmful biological effects. In carrying out this paragraph, the Secretary shall consult with entities of the Federal Government, outside of the Department of Health, Education, and Welfare, engaged in comparable activities. The Secretary, upon request of such an entity and under appropriate arrangements for the payment of expenses, may conduct for such entity studies and testing of substances for carcinogenicity, teratogenicity, mutagenicity, and other harmful biological effects.

(2)(A) The Secretary shall establish a comprehensive program of research into the biological effects of low-level ionizing radiation under which program the Secretary shall conduct such research and may support such research by others through grants and contracts.

(B) The Secretary shall conduct a comprehensive review of Federal programs of research on the biological effects of ionizing radiation.

(3) The Secretary shall conduct and may support through grants and contracts research and studies on human nutrition, with particular emphasis on the role of nutrition in the prevention and treatment of disease and on the maintenance and promotion of health, and programs for the dissemination of information respecting human nutrition to health professionals and the public. In carrying out activities under this paragraph, the Secretary shall provide for the coordination of such of these activities as are performed by the different divisions within the Department of Health, Education, and Welfare and shall consult with entities of the Federal Government, outside of the Department of Health, Education, and Welfare, engaged in comparable activities. The Secretary, upon request of such an entity and under appropriate arrangements for the payment of expenses, may conduct and support such activities for such entity.

(4) The Secretary shall publish a biennial report which contains—

(A) a list of all substances (i) which either are known to be carcinogens or may reasonably be anticipated to be carcinogens and (ii) to which a significant number of persons residing in the United States are exposed;

(B) information concerning the nature of such exposure and the estimated number of persons exposed to such substances;

(C) a statement identifying (i) each substance contained in the list under subparagraph (A) for which no effluent, ambient,

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or exposure standard has been established by a Federal agency, and (ii) for each effluent, ambient, or exposure standard established by a Federal agency with respect to a substance contained in the list under subparagraph (A), the extent to which, on the basis of available medical, scientific, or other data, such standard, and the implementation of such standard by the agency, decreases the risk to public health from exposure to the substance; and

(D) a description of (i) each request received during the year involved—

(I) from a Federal agency outside the Department of

Health, Education, and Welfare for the Secretary, or (II) from an entity within the Department of Health, Education, and Welfare to any other entity within the Department, to conduct research into, or testing for, the carcinogenicity of substances or to provide information described in clause (ii) of subparagraph (C), and (ii) how the Secretary and each such other entity, respectively, have responded to each such request.

(5) The authority of the Secretary to enter into any contract for the conduct of any study, testing, program, research, or review, or assessment under this subsection shall be effective for any fiscal year only to such extent or in such amounts as are provided in advance in Appropriation Acts.

(c) The Secretary may conduct biomedical research, directly or through grants or contracts, for the identification, control, treatment, and prevention of diseases (including tropical diseases) which do not occur to a significant extent in the United States.

(d) The Secretary may authorize persons engaged in biomedical, behavioral, clinical, or other research (including research on mental health, including research on the use and effect of alcohol and other psychoactive drugs) to protect the privacy of individuals who are the subject of such research by withholding from all persons not connected with the conduct of such research the names or other identifying characteristics of such individuals. Persons so authorized to protect the privacy of such individuals may not be compelled in any Federal, State, or local civil, criminal, administrative, legislative, or other proceedings to identify such individuals.