

**SUBMISSION OF INFORMATION COLLECTION**  
**UNDER GENERIC CLEARANCES**

**DATE OF REQUEST:** June 4, 2012

**SUB AGENCY (I/C):** NCCAM

**TITLE:** NCCAM Information Products In-Person Focus Groups

**GENERIC CLEARANCE UNDER OMB#** 0925-0530 **EXP. DATE:** 1/31/2014

**ABSTRACT:**

NCCAM has developed a collection of over 100 online fact sheets/publications communicating content on a variety of complementary health practices and conditions for which complementary approaches may be used, or have been studied. The format for our standard family of online products was established several years ago and has provided a way to consistently deliver our messages. However, the ever-evolving informational needs of consumers, the changing channels through which consumers receive health information—web, social media, and mobile devices, and changes in the focus of NCCAM’s research portfolio, have led to a need to determine if the language used, scientific messages communicated, and the depth and format of the content in our information products meet the needs of the audience.

We will recruit up to 30 respondents for three, 2-hour, in-person focus groups of 8-10 people each with an incentive of \$50/person. These focus groups will help us assess terminology, credibility, messages, and utility of our information products. Using respondents’ feedback, we will alter our online materials to better respond to the information needs of consumers. Findings will be used by NCCAM for program planning purposes and may be published or otherwise shared externally.

**TOTAL ANNUAL BURDEN APPROVED:** 2034

**BURDEN USED TO DATE:** 15

**BURDEN THIS REQUEST:** 60

**IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?**

YES  NO  N/A

**OBLIGATION TO RESPOND:**

VOLUNTARY

REQUIRED TO OBTAIN OR RETAIN BENEFITS

MANDATORY

**HOW WILL THIS SURVEY BE OFFERED?**

WEB SITE

TELEPHONE INTERVIEW

MAIL RESPONSE

IN PERSON INTERVIEW

OTHER: In-Person Focus Group

**CONTACT INFORMATION:**

NAME: Shawn Stout

TELEPHONE NUMBER: 301-451-8985

EMAIL ADDRESS: stoutsk@mail.nih.gov