



**DATE:** August 11, 2010

**TO:** Megan J. Homer, M.A.  
Office of Communications and Public Liaison  
National Institute on Aging

**FROM:** NIH Privacy Act Officer

**SUBJECT:** Applicability of the Privacy Act: "Testing Successful Health Communications Surrounding Aging-Related Issues"

I have reviewed the NIA submission to OMB to conduct formative research on its health information resources and outreach strategies to maximize their effectiveness. The research will be conducted with specific target audiences to determine new topic areas to explore for future NIA publications. Another study will be conducted with senior center administrators to determine how to support the health information needs of its members.

I have determined that the Privacy Act will not apply to this data collection. Although the participants will be asked to provide personally identifiable information such as gender, age, socioeconomic level, education, living situation (i.e., independent housing, nursing home), and race/ethnicity, all presentation of data in reports will be in aggregate form with no links to individuals preserved. Sensitive information about education and socioeconomic status collected through interview questionnaires will not include any identifying information, data will be aggregated, and the questionnaires will be destroyed after the data is extracted. In addition, raw data from data collections that include sensitive information are not retained once the data have been extracted and aggregated, and the information does not become part of a system of records containing permanent identifiers that can be used for retrieval.

If you have any questions, please contact my office at (301) 402-6201.

A handwritten signature in cursive script, reading "Karen Plá", is positioned above the typed name.

Karen M. Plá