

Survey of State, Tribal, Local and Territorial Recipient Use, Needs and Perceptions of “Did You Know?”

OSTLTS Generic Information Collection Request

OMB No. 0920-0879

Supporting Statement – Section B

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Program Official/Project Officer

Melissa K. McAvoy

Web Team Coordinator

Office for State, Tribal, Local and Territorial Support

Centers for Disease Control and Prevention

4770 Buford Highway, NE

Atlanta, GA 30341

Phone: 404-498-0418

Fax: 404-498-6882

Email: MMcAvoy@cdc.gov

Section B – Data Collection Procedures

Note: Statistical methods will not be used to select respondents. Section B describes data collection procedures.

1. UNIVERSE AND RESPONDENT SELECTION

There are currently around 9,700 subscribers for “Did You Know?” registered in the GovDelivery e-mail tool. We estimate that at least 3,000 of these are state, tribal, local, and territorial public health staff (STLTs) since a verified e-mail list of STLTs that were uploaded to the GovDelivery tool are still in the system. It is difficult to estimate an accurate number of STLTs in the universe since many users register with e-mail addresses that do not come from government domains. As stated in Section A-2, the minimum number of STLTs in the subscriber population is at least 3,000. For this survey, we are attempting to sample 500 (17%) STLTs within our 3,000 total known STLTs subscribers to ensure that the data is generalizable to the STLT population. The survey will only be sent to the 3,000 known STLTs. Respondents will then self-select resulting in a convenience sample. The web survey tool will cap the responses at 500 by automatically closing the survey when the limit is reached. There is no way to ensure that the number of responses from the individual groups in Table B-1 will match the estimated “N”s. However, the estimated number of respondents per entity were derived from examining the distribution list (of 3,00 STLTs) to determine percent distribution by entity for this evaluation. Also the total of 500 is known and will be capped. Any variation from the estimated “N” will be noted in the survey results and reports.

Table B-1: Potential Respondent Universe

Entity/Potential Respondent	N
State, Territorial, or Tribal Health Officials/Employees staff	150 (estimated)
County Health Employees	200 (estimated)
Municipal/City Health Employees	150 (estimated)
Total Universe of Potential Respondents	500 (absolute)

2. Procedures for Collecting of Information

Data will be collected through a one-time web-based survey and will be recruited through an e-mail out through our subscriber list (**see Attachment D – Survey Notification Email**). This e-mail will contain instructions for participating and a link to the online survey and consent form. Eligible respondents include all STLT staff and leadership.

The Keynote WebEffective online remote survey tool will be used to develop the survey instrument and gather the data. This will reduce the burden of subscribers by allowing them to take the survey online at their own convenience and by allowing them to skip irrelevant questions. The survey was designed to collect the minimum information necessary for the purposes of this project (i.e. limited to 24 survey questions)

The survey will remain open for 10 business days to allow ample time for respondents to complete the survey. Respondents have to complete the survey in a single session. Reminders will be emailed on day 8 of the survey. Reminders will only be used for non-respondents (**see Attachment E – Reminder Email**).

The survey will be administered one time as an evaluation of the “Did You Know?”. Data will be collected and stored in survey software maintained by the OSTLTS Communication Team as respondents submit their completed surveys. Data will be transferred to Excel for conducting basic descriptive analyses and producing data charts and tables for reporting.

Estimation procedures

No statistical methodology will be used beyond convenience sampling. There will also be no personally identifiable information collected except for the users e-mail address. See “SUPPORTING STATEMENT Part A” Q#11 for more information and details on how we plan to use and protect this information.

Degree of accuracy needed for the purpose described in the justification

By using a convenience sample of 500, we ensure that the information collected is generalize-able to the 3,000 known STLT subscribers.

Unusual problems requiring specialized sampling procedures

As stated in B.1, this sampling procedure is necessary because the exact number of STLTs in the subscriber list cannot be obtained.

Any use of periodic (less frequent than annual) data collection cycles to reduce burden

This data collection is intended to occur only once.

3. Methods to Maximize Response Rates

A reminder email will be sent to the subscriber list two days before the end of the collection to increase response rates. We plan to leave the survey open for a week with a few days padding to allow for an extension of the deadline in case response rate is low. The maximum time that the survey will be open is 10 business days. Higher

response rates will yield more reliable information; however, no scientific inferences will be made.

4. Test of Procedures

The evaluation will be conducted remotely. The web-based version of the questionnaire was pilot tested by 8 CDC public health professionals. Feedback from this group was used to refine questions as needed, ensure accurate programming and skip patterns and establish the estimated time required to complete the survey.

5. Individuals Consulted on Statistical Aspects and Data Collection

Melissa McAvoy

Web Team Coordinator, Health Communication Specialist

Communication Team

Office of the Director

Office for State, Tribal, Local and Territorial Support

Centers for Disease Control and Prevention

Bobby Rasulnia

LCDR, U.S. Public Health Service

PhD, MPA, MPH, CHES, Senior Research Scientist

Research and Outcomes Branch

Division of Public Health Performance Improvement

Office for State, Tribal, Local and Territorial Support

Centers for Disease Control and Prevention

LIST OF ATTACHMENTS – Section B

Note: Attachments are included as separate files as instructed.

D. Survey Notification Email

E. Reminder Email