

SUBMISSION OF INFORMATION COLLECTION
UNDER GENERIC CLEARANCES

DATE OF REQUEST: _08/08/11_____

SUB AGENCY (I/C): _NIA_____

TITLE: _ Focus Groups with Senior Center Staff/Administrators__

GENERIC CLEARANCE UNDER OMB# _0925-0634_ **EXP. DATE:** 05/31/2014____

ABSTRACT:

To ensure that NIA's OCPL successfully develops and disseminates health communications on aging-related issues, NIA plans to conduct formative research with senior center staff, an important gatekeeper to older audiences. In this project, information will be collected through focus groups. Senior center staff will be asked open-ended questions to determine (1) approaches that NIA's OCPL can use to more effectively raise awareness of NIA's free health and aging information resources available to senior center staff; (2) if OCPL outreach materials and activities identify NIA resources as accessible, introductory, and trust-worthy sources of health information among senior center administrators; and (3) if OCPL's outlets for its outreach activities correspond with where senior center administrators look for their health and aging-related information for their older adult members.

TOTAL ANNUAL BURDEN APPROVED: __234 annually (702 total)_____

BURDEN USED TO DATE: ___0_____

BURDEN THIS REQUEST: _45 hours (54 participants, 45-minute focus groups and 5-minute pre-focus group questionnaire)_____

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?

___ YES ___ NO ___ X ___ N/A

OBLIGATION TO RESPOND:

___ X ___ VOLUNTARY

___ REQUIRED TO OBTAIN OR RETAIN BENEFITS

___ MANDATORY

HOW WILL THIS SURVEY BE OFFERED?

___ WEB SITE

___ TELEPHONE INTERVIEW

___ MAIL RESPONSE

___ IN PERSON INTERVIEW

___ X ___ OTHER: __ IN PERSON FOCUS GROUP (GROUP INTERVIEW)_____

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