

# **Assessing Satisfaction and Utility of OSTLTS Communication Products for Health Department Staff**

OSTLTS Generic Information Collection Request  
OMB No. 0920-0879

## **Supporting Statement – Section B**

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### **Program Official/Project Officer**

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## Section B – Data Collection Procedures

### D. Respondent Universe and Sampling Methods

There are currently around 19,416 unique email subscribers for *Did You Know?*, *Have You Heard? Facts From The Field*, and CDC Vital Signs Town Halls registered in the GovDelivery email tool. At least 3,150 of these are estimated to be state, tribal, local, and territorial (STLT) health department staff. It is difficult to estimate an accurate number of STLT health department staff in the universe since many users register with email addresses that do not come from government domains.

- 3,150 email subscribers are included in the respondent universe.
  - 1,626 of them are health agency leaders, determined by cross-checking with the office’s health leader email distribution lists. These lists consist of the email addresses of state health officials and their senior deputies; tribal, territorial, and local health officials; public information officers; and tribal leaders.
  - The remaining 1,524 email addresses belong to STLT health department staff, job title unknown, as they end in [state].gov or [state].us domains.
- The remaining 16,266 email subscribers are eliminated from the respondent universe, which included
  - Emails from federal, educational, non-governmental, and international organizations.
  - Emails with .com, .net, and .org domains. Although many local health department staff register with email addresses that do not come from government domains (such as .com, .net, and .org domains), there is no way to determine for sure that these are actual STLT health department staff emails.

To ensure that the data represent the STLT population, the assessment will be sent to 750 randomly selected individuals within the 3,150 total known STLT health department staff subscribers.

**Table B-1:** Potential Respondent Universe

Entity/Potential Respondent	N
STLT health agency leader or employee who subscribe to OSTLTS communication products (subscriber is either part of OSTLTS’s health leader email distribution lists or has [state].gov or [state].us email domain)	750
<b>Total Universe of Potential Respondents</b>	750

#### **E. Procedures for the Collection of Information**

Data will be collected through a one-time web-based assessment and will be recruited through a notification email to the 750 subscribers (see **Attachment H—Notification Email**). The notification email will explain:

- The purpose of the assessment, and why their participation is important
- Method to safeguard their responses
- That participation is voluntary
- The expected time to complete the assessment
- Contact information for the assessment team

The email will also state instructions for participating and a link to the online assessment and consent form.

The Survey Monkey online remote data collection tool will be used to develop the assessment instrument and gather the data. This will reduce the burden of subscribers by allowing them to take the assessment online at their own convenience and by allowing them to skip irrelevant questions. The assessment was designed to collect the minimum information necessary for the purposes of this project.

The assessment will remain open for three weeks to allow ample time for respondents to complete it. Respondents may complete the assessment in multiple sessions, if necessary. Reminders will be sent on the second and last week to non-respondents to urge them to complete the assessment. See **Attachment I—Reminder Email (Week 2)** and **Attachment J—Reminder Email (Week 3)**.

Data will be collected and stored in assessment software maintained by the OSTLTS Program Planning and Communication Unit as respondents submit their completed assessments. Data will be transferred to Excel for conducting basic descriptive analyses and producing data charts and tables for reporting.

#### **F. Methods to Maximize Response Rates Deal with Nonresponse**

Although participation in the assessment is voluntary, the project lead will make every effort to maximize the rate of response. The assessment tool was designed with particular focus on streamlining questions to allow for skipping questions based on responses to previous questions, thereby minimizing response burden. Reminder email will be sent to those who have not completed the assessment at two points during the assessment period (weeks 2 and 3).

**G. Test of Procedures or Methods to be Undertaken**

The web-based version of the assessment was pilot tested by eight 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 assessment.

The estimate for burden hours is based on a pilot test of the assessment instrument. In the pilot test, the average time to complete the assessment, including time for reviewing instructions, gathering needed information and answering the questions, was approximately 12 minutes. Based on these results, the estimated time range for actual respondents to complete the assessment is 10 to 15 minutes. For the purposes of estimating burden hours, the upper limit of this range (i.e., 15 minutes) is used.

**H. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data**

The assessment instrument was designed by the project lead from CDC OSTLTS, who will lead the collection and analysis of data. Statistical consultation will be provided OSTLTS' Applied Systems Research and Evaluation Branch.

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**LIST OF ATTACHMENTS – Section B**

Note: Attachments are included as separate files as instructed.

- H. OSTLTS Notification Email**
- I. OSTLTS Reminder Email (Week 2)**
- J. OSTLTS Reminder Email (Week 3)**