

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0925-0643)**

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**TITLE OF INFORMATION COLLECTION:** Back to Sleep Brand Identity Testing

**PURPOSE:**

In 1994, the Back to Sleep campaign was launched to raise the public’s awareness of ways to reduce the risk of Sudden Infant Death Syndrome (SIDS) and to help inform all parents and infant care givers about the importance of back sleeping. The launch was supported by the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD) in collaboration with the American Academy of Pediatrics (AAP), the SIDS Alliance (now First Candle/ SIDS Alliance), the Association of SIDS and Infant Mortality Programs (ASIP), and the Maternal and Child Health Bureau of the Health Resources Service Administration (HRSA).

In 2005, the AAP Task Force on SIDS published a report entitled, “The Changing Concept of Sudden Infant Death Syndrome: Diagnostic Coding Shifts, Controversies Regarding the Sleeping Environment, and New Variables to Consider in Reducing Risk.” In accordance with this report and recommendations, the NICHD will expand the Back to Sleep campaign beyond its current “back to sleep” messaging to include messaging related to the environmental risk factors for SIDS. These new messages will be critical in providing parents and health providers with the current recommendations. The resulting branding will be broadly disseminated on a wide range of materials that may include brochures, posters, fact sheets, information kits, and internet resources.

Given the new direction of the campaign and supporting literature, NICHD is interested in conducting brand identity testing with caregivers, including moms, dads, and grandparents, and health care providers, including daycare providers, social workers, and Healthy Start workers. Formative communications testing will ensure that the new branding and messages resonant with their intended audiences and increase the likelihood that parents and caretakers will follow the recommendations when they put their infants to sleep at night.

**DESCRIPTION OF RESPONDENTS:**

The respondent universe for the brand identity testing research will be caregivers of infants under a year of age. This group of respondents will include mothers, fathers, grandparents, and the main caregiver.

**TYPE OF COLLECTION:** (Check one)

- |  |   |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group       |
| <input checked="" type="checkbox"/> Focus Group                        | <input type="checkbox"/> Other: _____                 |

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.



## BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (in hours)	Total Burden Hours
Individuals or Households	54	2.25	122
<b>Totals</b>	<b>54</b>	<b>2.25</b>	<b>122</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$64,286.25.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

### **The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
[X] Yes [ ] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The recruitment facility maintains a database of people who have participated in previous focus groups and/or who have volunteered to take part in research. This database includes demographic information such as gender, age, education, and career status. Using the approved Screener criteria (e.g., parents with children less than a year of age), the firm will contact individuals in the database to identify focus group participants. If additional people need to be identified, the recruitment firm will reach out to appropriate professional organizations (e.g., local chapters of March of Dimes) and screen and identify the focus group participants.

### **Administration of the Instrument**

1. How will you collect the information? (Check all that apply)  
[ ] Web-based or other forms of Social Media  
[X] Telephone  
[X] In-person  
[ ] Mail  
[ ] Other, Explain
2. Will interviewers or facilitators be used? [X] Yes [ ] No