

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

(OMB Control Number: 0925-0648 Expiration Date: 01/2015)

TITLE OF INFORMATION COLLECTION: Advocacy Organization Interviews

PURPOSE:

The National Institutes of Health (NIH) Office of the Director, Office of Communications and Public Liaison (OCPL) is conducting an information needs assessment to develop messages for key NIH public stakeholder audiences. NIH OCPL seeks to have a better understanding of the needs of key stakeholder audiences with regard to communication of NIH’s mission. In order to develop messages for stakeholder audiences, data will need to be collected on health, medical, and biomedical research knowledge, attitudes, and information-seeking behaviors of staff of advocacy organizations, particularly those that are disease-oriented or advocate for various health and science professionals. Information on relevant content, approaches, and use of technologies gained from interviewing these individuals will help provide guidance to NIH to more effectively connect with these stakeholder groups. The ultimate goal is to develop effective messages that are appropriate for this important group. Therefore, OCPL wishes to conduct telephone interviews to gather information from up to 18 individuals representing the advocacy community.

DESCRIPTION OF RESPONDENTS:

Staff of disease-oriented and professional advocacy organizations.

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 type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: <u>Interviews</u> |

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.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.



Name: Marin P. Allen

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

| Category of Respondent | No. of Respondents | Participation Time | Burden |
|------------------------|--------------------|--------------------|---------|
| Individuals | 18 | 30 minutes | 9 hours |
| Totals | | | |

FEDERAL COST: The estimated annual cost to the Federal government is \$10,000

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?
 Yes No

Purposive sampling will be employed to identify specific disease-oriented and professional advocacy organizations that are relevant to NIH, staff of which will be invited to participate in a telephone interview. These are organizations that currently interact frequently with NIH or are expected to interact with NIH in the future and the opinions and feedback of their leadership are relevant to NIH's outreach and communications efforts.

Administration of the Instrument

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