

Request for Approval Under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0925-0648)

TITLE OF INFORMATION COLLECTION: It’s a Noisy Planet. Protect Their Hearing.[®]
Campaign: Mall Interview Surveys

PURPOSE:

The National Institute on Deafness and Other Communication Disorders (NIDCD) conducts and supports biomedical and behavioral research and research training in the normal and disordered processes of hearing, balance, taste, smell, voice, speech, and language. The Institute also conducts and supports research and research training related to disease prevention and health promotion, as well as manages an integrated communications program to disseminate the goals and findings of NIDCD-funded research to a variety of audiences, including health consumers. A key focus of health promotion activities is to increase awareness about noise-induced hearing loss (NIHL) in youth and adults and to educate target audiences on steps to prevent NIHL. To achieve this, the NIDCD launched in 2008 a national education campaign called *It’s a Noisy Planet. Protect Their Hearing.*[®] The campaign targets adolescents, their parents, and other adults working with adolescents to encourage children to adopt healthy hearing practices before and during the time they develop listening, leisure, and work habits. The campaign includes a website (<http://www.noisyplanet.nidcd.nih.gov>) where people can order and download Noisy Planet materials. The NIDCD uses a variety of other channels to reach target audiences, including a Facebook page; a monthly E-Bulletin; more than 20 different publications, in English and Spanish; interactive presentations in the Washington, D.C., metropolitan area; loaner tabletop displays that can be used at community or school events; mannequins fitted with sound meters to test the volume of personal listening devices; and six valued partners.

In 2012, the NIDCD conducted a thorough review of the campaign. Based on that review, the NIDCD created new fact sheets. This includes both new content and a new design scheme. The NIDCD will apply the new design scheme to the home page of the Noisy Planet website and other elements of the campaign (e.g., infographics, posters, bookmarks). The fact sheet for parents/guardians is, “Hearing Health for Your Children,” and the fact sheet for adolescents is, “How You Hear.” We propose conducting 86 total mall interview surveys—43 with adolescents and 43 with parents/guardians of adolescents in four U.S. cities—to seek target audience feedback on these two new campaign fact sheets and the new campaign design scheme. We will recruit a profile of respondents that approximately mirrors the demographic breakdown of the United States. Seeking feedback from adolescents and parents/guardians who reside in different regions of the United States will offer a cross-representation of target audiences’ reactions. All interviews will be approximately 20 minutes in length and will be in English.

A mall interview survey with potential material users and visitors to the Noisy Planet website would make it possible to incorporate suggestions and directions for changes to the campaign’s materials to help ensure that the materials meet the needs of the target audiences. Contact person for this Project is Melissa McGowan, Deputy Chief, Office of Health Communication and Public Liaison, National Institute on Deafness and Other Communication Disorders (NIDCD), National Institutes of Health, 31 Center Drive, Room 3C-35, Bethesda, MD 20892, (301) 496-7243 (Phone), mcgowanm@nidcd.nih.gov , (email).

DESCRIPTION OF RESPONDENTS:

- 1. Adolescents
- 2. Parents/guardians of adolescents

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group
- Customer Satisfaction Survey
- Small Discussion Group
- Other: Mall interview surveys

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: _____

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? **N/A** Yes No
- 3. If Applicable, has a System or Records Notice been published? **N/A** 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
Adolescents	43	20 minutes	14 hours
Parents/guardians of adolescents	43	20 minutes	14 hours
Totals	86	20 minutes	29 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$20,000.

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

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?

Interviewers from 3Q Global, a market research vendor, will sight screen for potential respondents—shoppers/strollers in a mall—who appear to be within the needed age groups according to screener and study specifications. This will include adolescents and their parents/guardians. Potential respondents will be approached on the mall floor to be screened for qualification. They may also be screened for qualification if they enter the onsite vendor facility voluntarily.

Adolescents will not be escorted to the vendor research facility in the mall without the written consent of a parent or guardian age 18 or older (see attached Consent Form). The signed consent forms will be managed and retained in accordance with the NIH Records Management Policy (see <http://oma.od.nih.gov/public/MS/records/Pages/policy.aspx>).

All mall survey interviews will take place in a room or cubicle in the mall.

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

ATTACHMENTS

1. Adolescent Recruitment Screener and Consent Form
2. Parent/Guardian Recruitment Screener and Consent Form
3. Adolescent Interview Survey
4. Parent/Guardian Interview Survey
5. Parent Blue Wave Fact Sheet
6. Adolescents Green Wave Fact Sheet