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and

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FROM: Sara Olson  
DATE: October 31, 2011  
SUBJECT: Justification to a Change to Form OMB# 0584-0554

This justification requests changes in the procedures for the data collection for the previously approved information collection request, OMB# 0584-0554. For the data collection for the impact evaluation of the Iowa Nutrition Network (INN) and the University of Kentucky Cooperative Extension Service (UKCES) nutrition education projects, we propose the addition of a post card mailing between the pre-intervention and post-intervention surveys. The purpose of the post card mailing is to keep participants engaged between the pre- and post-intervention surveys (5 to 8 months depending on the demonstration project) and to obtain corrected contact information, if necessary. Our survey contractor plans to send the post card at the beginning of 2012 in the form of a New Years greeting. The card will provide a toll-free number that respondents can call if their phone number has changed. Additionally, the post cards will be sent with address service requested so that undeliverable post cards will be returned to the survey contractor and a viable address identified. We anticipate that the burden for reading the post card and calling the survey contractor to provide changes to contact information will average 1 minute per respondent. The post card and revised burden table are attached.

Our currently approved follow-up procedures for the INN and UKCES studies include a lead letter, survey mailing, post card, survey remaining to nonrespondents (INN only), and telephone survey for nonrespondents. For the UKCES study, we have completed the required number of surveys at baseline but are concerned that we may face some difficulties in achieving the 80% response/retention rate between the pre- and post-intervention surveys, especially for specific schools. Therefore, we propose the addition of a post card mailing between the pre-intervention and post-intervention surveys.