

**Supporting Statement
For the Emergency Review and Approval of the
2012 Healthy New Year Video Contest Submission Form**

JUSTIFICATION

1. Circumstances of Information Collection

The Consumer e-Health Program within the Office of the National Coordinator for Health Information Technology (ONC), part of the Department of Health and Human Services (HHS) Assistant Secretary for Public Affairs, is requesting emergency Office of Management and Budget (OMB) review and approval for a 2012 Healthy New Year video contest submission form. The contest is expected to be announced via an HHS press release on January 9, 2012. The contest will run until February 20, 2012.

The Healthy New Year Video Contest is the first in a series of contests that ONC will run throughout 2012. Given the focus of the first challenge on using technology to achieve a New Years resolution to be healthier in 2012, it is imperative that the contest be announced as close to the New Year as possible in order to capitalize on the associated media buzz about this topic which wanes as you get further into 2012.

As we understand it, there is a generic clearance guidance document and FAQs in the works that may address these issues. However, in the meantime we are looking to find a path forward to release this challenge as close to the new year as possible.

The data is collected under the authority of the PHS Act 42 USC 241. Furthermore, the ability to collect this information is further supported by OMB issued guidance entitled [Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act](#) . GSA received from OMB a finding that Challenge.gov, as designed, did not trigger PRA requirements under the new guidance.

2. Purpose and Use of Information

ONC proposes to hold a Healthy New Year Video Contest challenge on the Challenge.gov platform. Challenge.gov was designed specifically for the federal government so that it would not trigger PRA (see [Challenge.Gov Does Not Trigger the Paperwork Reduction Act](#)) and utilizes the YouTube social media platform. The contest is open to citizens or permanent residents of the United States. The contest runs through February 20, 2012. There are several prizes:

First Prize: \$2,000

Second Prize: \$1,000

Third Prize: \$500

Honorable Mention (3): \$250 each

Popular Choice Award: \$750

All Submissions will be judged by a qualified panel of HHS staff. Full contest rules will be

available at <http://healthynewyear.challenge.gov>.

There are multiple benefits to the contest. The contest itself draws attention to the subject of how health IT can be used as a tool to improve aspects of their health – to maintain wellness, better manage existing health conditions and care for a loved one. The contests will be promoted via Challenge.gov, YouTube and through media coverage of the contest. We hope that posting the videos on YouTube and voting by the public will cause the videos to go viral and reach many people. These videos will be used to help motivate and inspire others to use health IT to make improvements in their health and to encourage greater adoption and use of health IT tools. Finally, the Department will end up with a collection of winning videos that it can use to help spread the word about the importance of leverage health IT tools to improve health.

A short submission form will be utilized to assist in the management of the contest.

3. Use of Improved Information Technology

The contest is run fully online on the Challenge.gov platform. Videos are uploaded via YouTube. The proposed form will be web-based.

4. Efforts to Identify Duplication

The information requested is specific to the contest and is not available elsewhere.

5. Involvement of Small Entities

This activity does not have a significant impact on small entities.

6. Consequences if Information Collected Less Frequently

The information is only being collected one time.

7. Consistency with Guidelines in 5 CFR 1320.5(d)(2)

The data are collected in a manner consistent with guidelines contained in 5 CFR 1320.5(d)(2).

8. Consultation Outside the Agency

The questions are minimal and basic to the management of the contest and did not require outside consultation.

9. Remuneration of Respondents

Respondents submitting entries will not be remunerated but the winners will be awarded cash prizes (specific amounts outlined in question #2).

10. Assurance of Confidentiality

Email addresses are the only potentially identifiable personal information collected. Email is needed to contact the winner. Email addresses will be held in a secure file and destroyed after the contest has ended and the winner announced.

11. Questions of a Sensitive Nature

There are no questions of a sensitive nature.

12. Estimates of Annualized Hour and Cost Burden to Respondents

The program estimates that approximately 300 citizens will enter (based on past similar experience), requiring 6 minutes for the respondents to complete the form.

Annualized estimated hours and costs

Form	Number of Respondents	Number of Responses per Respondent	Hours per Response	Total Burden Hours	Hourly Wage Rate	Total Cost Burden Hours
2012 Healthy New Year Video Contest Submission Form	300	1	10/60	50	\$30	\$1500

13. Estimates of Other Total Annual Cost Burden to Respondents and Record Keepers

There are no additional costs to the respondents. There are no capital or start up costs.

14. Estimated Cost to the Federal Government

This contract is being executed under a firm-fixed price contract. The cost to the federal government for information collection total 3 hours of a gs-12's time which works out to \$108 since everything is automated.

15. Changes in Burden

This is a new project.

16. Time Schedule, Publication and Analysis Plans

There will be no statistical analysis done on the information received from the checklist. In addition, there will be no publication of the information reported.

17. Exemption for Display of Expiration Date

No exemption requested.

B. STATISTICAL METHODS

No statistical methodology is required for the data collection associated with this request.