

**OMB CLEARANCE APPLICATION:  
LET'S MOVE! CITIES, TOWNS AND COUNTIES BASELINE SURVEY**

*Office of the Assistant Secretary for Planning and Evaluation*

*Submitted: December 19, 2011*

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## **A. JUSTIFICATION**

### ***1. Circumstances Making the Collection of Information Necessary***

The Office of the Assistant Secretary for Planning and Evaluation (ASPE) is requesting an extension of approval from the Office of Management and Budget (OMB) to collect information from public and private sector organizations for the Let's Move! Cities, Towns and Counties through a baseline participant survey (OMB #0990-0388). An emergency approval was granted in January of 2012, and this information collection request is for a standard three-year approval. *Let's Move!* is a comprehensive initiative, launched by the First Lady, dedicated to solving the challenge of childhood obesity within a generation. Combining comprehensive strategies with common sense, *Let's Move!* is about:

- Putting children on the path to a healthy future during their earliest months and years;
- Giving parents helpful information and fostering environments that support healthy choices;
- Providing healthier foods in our schools;
- Ensuring that every family has access to healthy, affordable food; and
- Helping kids become more physically active.

*Let's Move! Cities, Towns, and Counties* emphasizes the unique ability of communities to solve the challenge locally, and the critical leadership mayors and local officials can provide to bring communities together and spur action. The initiative is designed to encourage mayors and local officials to adopt a long-term, sustainable and holistic approach to fighting childhood obesity.

The survey requests information about the activities the locality is choosing to undertake. The responses to these questions will be used to show progress and successes over time for localities participating in *Let's Move! Cities, Towns, and Counties*, as well as how HHS can adjust its technical assistance in response to localities' progress. This initiative was launched preliminarily in the spring of 2010, and is being re-launched in January of 2011. Data collection should begin in January with the re-launch to ensure municipalities who have already signed up as well as those who have not have an opportunity to choose activities and strategies they will commit to implement through the *Let's Move! Cities, Towns and Counties* initiative (LMCTC). The initiative will provide an opportunity for HHS and the White House to increase public awareness of creative approaches to develop and expand innovative methods for implementing the chosen strategies for LMCTC in various municipalities and communities.

The following subsections of this document provide a detailed justification of the baseline survey in accordance with OMB requirements.

This collection of data is authorized by Section 301 of the U.S Public Health Service Act (42 U.S.C.241). A copy of this legislation can be found in Appendix 1.

### ***2. Purpose and Use of Information Collection***

*Let's Move! Cities, Towns and Counties* is designed to encourage mayors and local officials to adopt a long-term, sustainable and holistic approach to fighting childhood obesity. Mayors and local officials can be the leaders on this effort across the country. The initiative recognizes that

every city is different, and every town will require a distinct approach to the issue. To participate, a mayor or local official can sign his or her location up as a prospective *Let's Move City*, *Let's Move Town* or *Let's Move County*. During this process, the local official or their designate will fill out the baseline survey where he or she will commit to one significant action to take during a 12-month period from each of the *Let's Move!* Pillars. They are:

1. Implementing best practices in nutrition, physical activity and screen time in child care settings;
2. Promoting My Plate in city and municipal venues;
3. Increasing the number of students participating in the school breakfast and lunch programs;
4. Adopting healthy and sustainable food service guidelines for municipal spaces that serve food; and
5. Increasing access to physical activity programs in neighborhoods, schools and through community engagement.

Local officials are then asked to begin to envision how to address this issue in their communities. Once the baseline survey has been submitted technical assistance resources will be made available to the prospective *Let's Move!* Cities, Towns and Counties for successful achievement of each of the five actions.

Once local officials commit, a periodic follow-up survey will be given to determine the progress of participating municipalities and communities. A traditional information collection request will be submitted for follow-up surveys. After one year, local officials may be recognized in the following ways:

- *Let's Move!* representatives will seek out cities and towns with successful initiatives to highlight and celebrate.
- Accomplishments and ideas for future action may be highlighted on the *Let's Move!* website.
- Mayors from *Let's Move Cities, Towns, and Counties* will be invited to participate in conference calls with White House and federal agency staff to share ideas, discuss barriers and celebrate progress.
- Mayors from *Let's Move Cities, Towns, and Counties* may be invited to attend events to celebrate collective success in combating childhood obesity.

Baseline and follow-up surveys will be used to determine progress on participants chosen activities, technical assistance needs, geographic distribution of participating local officials, any barriers or facilitators to their work that should be examined, and successes.

### **3. Use of Improved Information Technology and Burden Reduction**

To expedite and standardize data collection, the survey will be administered online through the *Let's Move!* Cities, Towns and Counties website.

### **4. Efforts to Identify Duplication and Use of Similar Information**

There are no other data collection activities collecting information for the *Let's Move!* Cities, Towns and Counties Initiative. The information we are requesting to collect is not available elsewhere.

## **5. Impact on Small Businesses or other Small Entities**

The baseline survey will have minimal impact on small entities as only one individual per organization or municipality will fill out the survey. Further, completion of the survey will require minimal time out of the individual's workday to complete.

## **6. Consequences of Collecting Data Less Frequently**

The design of this baseline survey requires only one data collection activity per participant at baseline. Follow-up surveys will be conducted periodically for participants, and approval for follow-up surveys will be requested through a traditional Information Collection Request. Without collecting this data, HHS will not be able to identify and adequately assess who is participating in LMCTC and which activities and strategies they have agreed to implement, which is essential in showing progress and determining geographic areas for outreach and technical assistance needs and to recognize successful implementation of the *Let's Move!* programs. In addition, collecting this information will assist in disseminating promising practices to ultimately increase the number and diversity of individuals, organizations, and groups that are addressing the LMCTC activities and strategies within communities.

## **7. Special Circumstances Relating to the Guidelines of 5 CFR 1320.5**

This request is consistent with the general information collection guidelines of 5 CFR 1320.5(d) (2).

## **8. Comments in Response to Federal Register Notice/ Outside Consultation**

A notice in the *Federal Register* was published on March X, 2012 (Vol. 77, No. XXX pgs CCC). HHS staff and advisors consulted in the development of this project include:

- Wilma Tilson PhD, MPH (ASPE/HHS)
- Amanda Cash, DrPH (ASPE/HHS)
- Catherine McMahon, MPH (Office of the Assistant Secretary for Health/HHS)
- Laina Bush, MBA (ASPE/HHS)
- Judith Palfrey, MD, Executive Director, Let's Move!
- Julie Moreno, MPH, Domestic Policy Council

## **9. Payments/Gifts to Respondents**

There will be no payments or gifts to respondents.

## **10. Assurance of Confidentiality**

Information that is personally identifiable will not be collected. The only information that will be collected is the contact information for the individual filling out the survey on their municipality or community's behalf. Any information obtained on the baseline survey will be kept private to the extent allowed by law. Information provided may be used to identify and adequately assess who is participating in LMCTC and which activities and strategies they have agreed to implement, which is essential in showing progress and determining geographic areas for outreach and technical assistance needs. Information collected through the baseline survey will assist in disseminating promising practices to ultimately increase the number and diversity of individuals, organizations, and groups that are addressing the LMCTC activities and strategies within communities. Participants will be informed in the instructions for the survey that the information provided in the survey will be used for the purpose of tracking progress of the

LMCTC and disseminating promising practices to ultimately increase the number and diversity of individuals, organizations, and groups that are addressing the LMCTC activities and strategies within communities. Promising practices may be publicly highlighted and celebrated in public forums, posted on the the *Let's Move!* Website or annual reports. In addition, the organization information as well as the name of a contact person may be made available on the *Let's Move!* Website for replication purposes.

**11. Questions of a Sensitive Nature**

The application will not include any questions of a sensitive or personal nature. Respondents will be asked questions regarding their municipality or community, and information related to which activities the municipality chooses to implement. The questions are designed to solicit information solely regarding the activities the municipality or community chooses to implement.

**12. Estimates of Annualized Hour and Cost Burden**

In Exhibit 1 and 2, we provide estimates of the collection burden on applicants for this effort. Applicants will participate in data collection one time only, responding via an online baseline survey. Hour burden estimates were determined based on similar surveys used in other HHS programs.

**EXHIBIT 1. ESTIMATE ANNUALIZED TIME BURDEN TO RESPONDENTS**

<i>Type of Respondent</i>	<i>Form</i>	<i>Estimated # of Respondents</i>	<i>Responses per Respondent</i>	<i>Hours per Response</i>	<i>Estimated Total Burden Hours</i>
Government Official (city, town, county)	Baseline Survey	1,000	1	15/60	250

**EXHIBIT 2. ESTIMATE OF COST BURDEN TO RESPONDENTS**

<i>Type of Respondent</i>	<i>Estimated # of Respondents</i>	<i>Total Burden Hours</i>	<i>Average Hourly Wage Rate</i>	<i>Total Cost Burden</i>
Government Official (city, town, county)	1,000	250	\$29.12*	\$7,280.00

\*Based on hourly wage for Social and Community Service Managers, U.S. Department of Labor, Bureau of Labor Statistics. Extracted March 5, 2010, from [www.bls.gov](http://www.bls.gov).

**13. Estimates of Other Annualized Cost Burden to Respondents**

Information collected for the baseline survey for LMCTC will not result in any additional capital, start-up, maintenance, or purchase costs to respondents or record keepers.

#### **14. Estimates of Annualized Cost to the Government**

The majority of costs related to the baseline survey are personnel costs of several federal employees involved in the development, oversight, and analysis of information collection, amounting to an annualized cost of \$25,417 for Federal labor.

#### **15. Program Changes**

There is no change to the burden estimate, this is an extension of the previously approved emergency clearance.

#### **16. Time Schedule, Publication and Analysis Plans**

The information collected in the baseline survey will be used to determine which municipalities signed up for LMCTC, and which activities and strategies they choose to implement. In order to present a coherent plan, this section presents a brief overview of the study purpose, selection process, and the time schedule for completing the project, including dissemination of information.

As a part of the LMCTC process, interested municipalities and communities will sign up to participate in LMCTC by completing an online baseline survey that asks several questions related to their municipality and the strategies and activities they choose to implement. The responses to these questions will be used to determine technical assistance needs, outreach and follow-up information, and the proportion of municipalities who chose to implement each activity or strategy. The activities and strategies fall into the following categories:

- Implementing best practices in nutrition, physical activity and screen time in child care settings;
- My Plate promotion in city and municipal venues;
- Increasing the number of students participating in the school breakfast and lunch programs;
- Adopting healthy and sustainable food service guidelines for municipal spaces that serve food; and
- Increasing access to play spaces in neighborhoods, schools and through community engagement.

Information will be collected over a one to three month period following OMB approval, and will be ongoing as municipalities choose to sign up for LMCTC. Exhibit 3 provides a schedule of data collection, and future plans for follow-up survey collection, and announcement following OMB approval.

Exhibit 3. Timetable for Data Collection

<b>Activity</b>	<b>Expected Date of Completion</b>
Complete Development of Website	During OMB review
Baseline survey taken (data collection)	1-3 months following OMB approval
New OMB ICR submitted for follow-up surveys	1 month following OMB approval
Announcement of Municipalities signed up	2-6 months following OMB approval

**17. Approval not to Display the Expiration Date for OMB approval**

ASPE does not seek this exemption.

**18. Exception to Certification Statement**

There are no exceptions to the certification statement.

**B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS**

The baseline survey will be used for the sole purpose of determining the strategies and activities LMCTC participants have chosen to implement. Statistical methods will not be employed for this data collection; however, descriptive statistics will be used such as the number of municipalities that signed up for LMCTC, which activities they chose to implement, and geographic location.

**The government project officer for this study is:**

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