

**Generic Information Collection Through Web-based Surveys for Evaluating Act Against AIDS (AAA)
Social Marketing Campaign Phases Targeting Consumers**

September 12, 2012

OMB Change Request Justification - 0920-0920 (expires 02/28/2015)

Background Information

The Centers for Disease Control and Prevention requests to make a change to the parties responsible for data collection under the 0920-0920, Generic Information Collection Through Web-based Surveys for Evaluating Act Against AIDS (AAA) Social Marketing Campaign Phases Targeting Consumers. This change request justification will:

- 1) enable our evaluation contractor, RTI International, in addition to other online survey panel vendors to recruit for and conduct web-based surveys under this generic clearance and
- 2) change the frequency of data collection from quarterly to a varied frequency.

This change request is a result of a request from OMB regarding the recent submission of a mini supporting statement under this ICR. OMB requested that we conduct our survey data collection without providing an incentive and therefore need to enable our evaluation contractor to recruit and conduct the online surveys. Many online survey panel vendors will not do so without providing an incentive.

These changes have no impact on burden or burden hours as reported in the approved ICR.