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Science to Practice:
Perspectives of and Attitudes Towards a Marketing Strategy for Preventing Alcohol-related
Problems in College Communities

CDC ID# 0920-12OG

SUPPORTING STATEMENT A

Submitted by:

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Center for Disease Control and Prevention
National Center for Injury Prevention and Control
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Date: July 1, 2013

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69

70

71 **A. JUSTIFICATION**

72

73 **A.1. Circumstances Making the Collection of Information Necessary**

74

75 *Background*

76

77 The Centers for Disease Control and Prevention (CDC) requests a new information collection for
78 a period of 18 months as part of the contract entitled, “Science to Practice: Developing and
79 Testing a Marketing Strategy for Preventing Alcohol-related Problems in College Communities.”
80 The approach for developing and testing the marketing strategy is broadly based on work by the
81 CDC (Sogolow, Sleet, & Saul, 2007), the NIH and health communication theorists such as
82 (Maibach & Bloodgood, 2006) who promote using concepts from the marketing arena to gain
83 wide adoption of evidence-based public health strategies.

84

85 This marketing strategy is being developed and tested for the prevention program, Safer
86 Campuses and Communities (SCC). SCC combines alcohol management policies and
87 enforcement with a publicity campaign targeting student drinking at private parties in residences,
88 (including fraternity and sorority houses) in college communities. The program is based on
89 previous work conducted by Pacific Institute for Research and Evaluation (PIRE) with funding
90 from the National Institute for Alcohol Abuse and Alcoholism (NIAAA). PIRE designed the
91 original prevention program, Safer California Universities, and tested it on 14 California
92 university campuses and surrounding communities (Saltz et al., 2010). The Safer California
93 Universities program reduced episodes of off-campus drinking and drinking and driving among
94 students. Upon learning of the efficacious prevention program, CDC sought to collaborate with
95 PIRE and NIAAA to design and test a strategy to adapt and market the program to universities
96 and surrounding communities across the United States. Slight adaptations to the “Safer California
97 Universities” program were made, and the program was renamed “Safer Campuses and
98 Communities” (SCC) so that it could be marketed at the national level.

99

100 The entire marketing strategy is comprised of four phases. This Request for New Information
101 Collection relates to the data collection necessary to implement Phase Four of the strategy. The
102 four phases are:

103

104 1) Conduct focus groups understand how to best customize the Safer Campuses and
105 Communities materials to appeal to different campus and community stakeholders who may lead
106 the program (OMB #0920-0798);

107

108 2) Design a marketing strategy based on the results of the focus group sessions. A primary
109 component of the strategy is a website that thoroughly describes the program and provides
110 downloadable materials in the form of a “toolkit” and video testimonials from the professional
111 staff at the campuses that have already implemented the program.

112

113 3) Execute the marketing strategy with a national sample of 160 4-year colleges and universities.
114 The goal of the marketing strategy is to use an organic process to identify one or more
115 champions at each campus, give them effective information and resources to encourage adoption
116 of SCC, and then move a core group to action. To implement the strategy, a sample will be

117 drawn from a database containing information on 384 colleges and universities from across the
118 U.S., the Institutional Data Archive of American Higher Education (IDA). University
119 administrators and other campus stakeholders at the 160 sampled institutions will be contacted
120 via email and introduced to the SCC program. The email will request that recipient both visit the
121 SCC website to confirm their interest in reducing alcohol problems among their students and
122 share the email with other campus and community stakeholders who are interested in reducing
123 alcohol-related harms among students in their community. The recipients who go to the website
124 and express their interest will constitute the key informants to be surveyed in Phase Four of the
125 marketing strategy.

126

127 4) Evaluate the reach of and key informants' response to the marketing strategy by conducting an
128 online survey of the key informants described above in Phase Three. The survey is tentatively
129 scheduled to be administered during the spring and fall semester of the 2013 and 2014 academic
130 years. The primary goals of survey are to assess the level of interest in adoption of SCC and
131 identify initial steps that have been taken to adopt the program.

132

133 The first two phases of the marketing have been completed. The final two phases will be
134 completed upon approval of this Request for Information Collection. This request summarizes
135 how the marketing strategy will be implemented (Phase Three) and details the Phase Four data
136 collection activities.

137

138 The purpose of this Information Collection Request is to evaluate the reach of and key
139 informants' response to the marketing strategy for the Safer Campuses and Communities project.

140

141 The data collection in Phase Four is authorized under Section 301 of the Public Health Service
142 Act (42 U.S.C. 241) (**Attachment A**). The marketing strategy is responsive to the National
143 Center for Injury Prevention and Control's (NCIPC) research priority to "Evaluate strategies to
144 implement and disseminate known, effective interventions to reduce alcohol-impaired driving
145 and test the effectiveness of new, innovative strategies."

146

147

148 Rational for the need for Safer Campuses and Communities (SCC)

149 Each year, 1,700 college students die and more than 1.4 million are injured as a result of alcohol-
150 related incidents. Despite the enormous public health burden of college-age alcohol misuse, there
151 have been few rigorous evaluations of environmental strategies to address alcohol misuse in
152 college settings. Environmental strategies typically involve implementing and enforcing policies
153 that change the environments that influence alcohol-related behavior and subsequent harm. Such
154 strategies require collaboration among various sectors of the college community including
155 college administrators, college and community police forces, and community stakeholders such
156 as elected officials and community leaders. They are more time- and resource- intensive than
157 more common but unproven approaches such as requiring all freshmen students to attend an
158 alcohol education class. Further, studies show that the typical lag time between identifying
159 effective interventions and obtaining widespread adoption can stretch to well over a decade
160 (Balas & Noren, 2000). Given the number of students harmed, there is an urgent need to develop
161 more efficient and timely strategies for moving effective science to widespread practice. To help
162 address this need, CDC and NIAAA contracted the Pacific Institute for Research and Evaluation

163 (PIRE) to develop and test the marketing strategy for the proven efficacious program Safer
164 Campuses and Communities (SCC).

165
166

167 *Privacy Impact Assessment*

168

169 (i) Overview of the Data Collection System

170

171 The Safer Campuses and Communities (SCC) program is designed to reduce intoxication and
172 other alcohol-related harms associated with drinking in off-campus homes and apartments. The
173 Pacific Institute for Research Evaluation (PIRE) pioneered the program with funding from
174 NIAAA. CDC and NIAAA are now funding PIRE to develop and test a national marketing
175 strategy for SCC.

176

177 PIRE has subcontracted with the Silver Gate Group (SGG) to collaborate on portions of the
178 project, including the data collection and analysis for Phase Four of the project, evaluating the
179 reach (were appropriate campus and community members recruited through requesting that the
180 campus officials share the email) of and response to the marketing strategy (did the respondent
181 follow up by forwarding the email, printing materials from the website, meeting with a group to
182 discuss adopting SCC, etc) (see Attachment C). SGG is a California-based organization that
183 specializes in dissemination campaigns on issues related to public health and safety in colleges
184 and universities.

185

186 SGG has access to the data base that will provide the sample of 160 colleges and universities that
187 will participate in the evaluation of the marketing strategy. The data base, the Institutional Data
188 Archive on American Higher Education (IDA), consists of data on 384 institutions of higher
189 education drawn from 24 separate data sets. Further details about the IDA are supplied in
190 Supporting Statement B. Briefly, the IDA data base includes information on administrators and
191 key university staff members, including contact information, and census information surrounding
192 the colleges and universities.

193

194 Phase Three: Execute the marketing strategy

195 Based on information obtained from focus groups conducted in Phase One and experience with
196 implementing the Safer Californian Universities project, PIRE developed a marketing plan that
197 has the following objectives:

198 • To maximize the chances of finding one or more “internal champions” for the
199 intervention, understanding that that person may be a university staff/administrator, a city
200 employee, a politician or a local community leader;

201 • To provide cogent and compelling information for that person or those persons so that
202 they not only feel confident in advocating for the program, but also have materials to
203 share with those they wish to recruit; and

- 204 • To overcome inertia by facilitating at least one meeting of interested parties at each
205 targeted campus.

206 To meet these objectives, a random sample of 160 colleges and universities will be selected from
207 the IDA; the sample will be restricted to 4-year schools with at least 5,000 undergraduates
208 because schools with large number of undergraduates living in close proximity to the campus are
209 thought to be the likeliest candidates for adopting SCC. Upon selection of the 160 schools,
210 names and email addresses of key university administrators and staff (e.g., Dean of Students;
211 Director of Health Services; campus police or security; Housing Director) from the selected
212 schools will be extracted from the IDA. A colorful email will be sent to each person on the list
213 that announces the availability of a tool kit and supporting materials for implementing SCC. A
214 link to the SCC website will be provided along with a request that all interested recipients to
215 click to the website to provide their emails. Most critically, the email will also ask the recipient
216 to forward a copy of the email to person who they know have interest in or responsibility for the
217 problems arising from student drinking in off-campus settings. The expectation is that this
218 strategy will result in local elected officials, police, neighborhood leaders, local business people,
219 or other unofficial but potentially critical supporters being identified.

220 Once the core group of people at each campus has identified themselves by their interest in the
221 problem, PIRE will send a follow-up email with a more detailed description of the intervention,
222 again, a link to the SCC website, and a request that PIRE would be able to share their contact
223 information with others in their community. The request to share their information is tied to the
224 last key objective. PIRE will send a contact list out to the self-identified core group and ask
225 them to arrange a meeting among themselves to discuss the SCC program. The group will also
226 be asked to identify a lead contact for PIRE, if possible. This will facilitate following up with
227 either more information or to answer questions that may have arisen as the core group was
228 meeting. The marketing campaign will be rolled out over a 6-month period of time so as to
229 enable PIRE to make adjustments and improvements as necessary, and also to enable PIRE to
230 best manage requests for information and our interaction in support of the core group meetings.

231 In sum, the marketing strategy is to use an organic process to identify one or more champions at
232 each campus, give them effective information and resources to urge adoption of SCC, and then
233 move a core group to action. This strategy is believed to be an innovation in comparison to a
234 more passive distribution of materials only.

235 Phase Four: Evaluate the reach of and response to the marketing strategy

236 As described above, an initial group of campus administrators and staff, as well as city staff and
237 officials from the selected schools will receive an email that will direct them to the SCC website
238 and will also ask them to forward the email to individuals on or off campus who might be
239 interested in participating and gaining more information. A small mailing list will be built for
240 each campus community, including internal champions, neighborhood association leadership,
241 city officials, police departments, health services, etc. Approximately 6-12 people will be
242 initially contacted on each campus. These individuals will constitute the key informants to be
243 surveyed in Phase Four, the evaluation of the marketing strategy. Each key informant will
244 receive an email invitation (Attachment F) to complete the online survey (Attachment C).

245 Reminder emails will be sent to non-responders at 5, 9, and 14 day intervals after the initial
246 invitation. The emails will include contact information for the survey staff for any individual
247 who may wish to have more information about the survey. The emails will stress that
248 participation is entirely voluntary, and individual questions can be skipped if desired (although
249 the questionnaire will not include any items asking about personal behavior or any of a sensitive
250 nature). Identifiers from the Institutional Data Archive on American Higher Education (IDA)
251 will only be used to contact respondents by email.

252
253 **(ii)** Description of Information to be Collected
254

255 Information to be collected via the online survey (**Attachment C**) includes respondents’
256 perspectives and attitudes about the marketing strategy. Collected information includes
257 respondents’ awareness of SCC and recall of the materials used to promote its adoption at
258 campuses. Specifics about the respondents understanding of the program, attitudes and
259 perceptions about the efficacy and benefits of the prevention strategies and the resilience of the
260 current campus culture will also be collected on the survey. Individually identifiable information
261 collected will be limited to the name, job title and email address of each individual identified in
262 the Institutional Data Archive on American Higher Education (IDA).

263
264 **A.2. Purpose and Use of the Information Collection**
265

266 The primary purpose of this project is to test a marketing strategy that would encourage adoption
267 of the SCC by colleges and universities throughout the U.S. Lenk and colleagues (2012) found
268 that institutions of higher education were slow to adopt recommendations in a report on college
269 student drinking by the National Institute on Alcohol Abuse and Alcoholism (2002). The
270 content of the survey questionnaire is designed to follow the hypothesized steps that the
271 respondents (key informants) may have taken in response to receiving the email message that
272 introduced the Safer Campuses and Communities program. They will be asked if they remember
273 receiving the invitation, whether they forwarded it to others, whether they saw value in the SCC
274 website and materials supplied, what attitudes they have about SCC and their perception of
275 support from others in their community. The items in the survey are also guided by theory of
276 adoption and dissemination. Thus, the questionnaire includes items about the perceived “fit” of
277 the program to the campus and the surrounding community, the perceived complexity and cost of
278 the program.

279 They will also be able to look at various characteristics of the colleges and universities (e.g.,
280 public vs. private) and gain some insight into who may become a “champion” for the
281 intervention, either by position (e.g., elected official) or by their perceptions or attitudes.

282
283
284
285 **A.2 Privacy Impact Assessment**

286 Identifiers provided from the IDA database will include name, title and email address. At no
287 time will CDC have any access to identifiable data. PIRE will only provide summary data to
288 CDC in the form of a final report. PIRE will not share any information obtained from the IDA
289 with CDC. In order to characterize the composition of the respondents, the professional
290 affiliations and characteristics of the colleges represented will be shared with CDC as part of the
291 analysis performed for the summary report. The survey database of responses will use numerical
292 identifiers and the contact information will be separated from the responses. Personal identifiers,
293 including contact information will be stored in a separate database, which will be destroyed
294 within 6 months of completing the survey. The de-identified response data will be maintained
295 for 3 years after completion of the project.

296 Only persons who respond back to PIRE after receiving the marketing email in Phase 3 will be
297 invited to complete the evaluation survey. The survey questionnaire will not ask respondents
298 questions regarding personal behavior, only professional affiliation data will be collected;
299 therefore the impact on respondent's privacy will be minimal to none.

300 **A.3. Use of Improved Information Technology and Burden Reduction**

301
302 Electronic emails will be used to inform key personnel at the campus and surrounding
303 community of the SCC program, as well as provide a link to a website that gives more detailed
304 information organized around the key issues that likely determine a school's interest in the
305 program (e.g., information on cost, complexity, impact, etc.). Finally, an online survey with
306 these same key personnel will be conducted over the internet to further reduce the burden on
307 subjects. All responses collected will be via the same electronic survey questionnaire
308 (**Attachment C**). No aspect of the project will involve printed materials.

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

310
311 Literature searches (conducted via PubMed, ISI Web of Knowledge and Google Scholar), and
312 consultations with experts in college student drinking prevention and research indicates that there
313 has been no study or data collection effort to determine the perspectives of different campus and
314 community stakeholders with respect to the variety of barriers and challenges that colleges and
315 universities may face as they consider adopting the SCC to reduce alcohol-related problems in
316 their community.

317 318 **A.5. Impact on Small Businesses or Other Small Entities**

319
320 One target audience of the survey will be community leaders. Community leaders will comprise
321 a mix of participants from both small and large sized organizations and businesses. The burden
322 on community leaders representing small businesses or other small entities will be minimal.

323 324 **A.6. Consequences of Collecting the Information Less Frequently**

325
326 All respondents in the online survey will be asked to provide information only once for this
327 study. There is a need to develop more efficient and timely strategies for moving effective
328 science to the widespread practice of preventing alcohol abuse on college campuses throughout
329 the United States. The online survey will assess the reach of and response to the newly

330 developed marketing materials, which may aid in the dissemination of a comprehensive
331 environmental alcohol prevention program on college campuses. This work is essential toward
332 meeting the goal of reducing intoxication, alcohol-impaired driving, and other alcohol harms
333 among college students.
334

335 **A.7. Special Circumstances Relating to the Guidelines of 5 CFR 1320.5**
336

337 This request fully complies with the regulation 5 CFR 1320.5.

338 **A.8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside**
339 **Agency**
340

341 A. The 60-day Federal Register Notice was published in the Federal Register on July 24, 2012,
342 vol. 77, No. 142; pp. 43287-88 (see **Attachment B**). One non-substantive public comment
343 was received (See **Attachment D**). CDC's standard response was sent.
344

345 B. Researchers familiar with college student prevention and translational research were
346 consulted over a period from late 2011 through early 2012. Those experts included the
347 following:

348 Robert Saltz, Ph.D.
349 Prevention Research Center, PIRE
350 510 883-5733
351 saltz@prev.org

352 William DeJong, Ph.D.
353 Boston University
354 617 414-1393
355 wdejong@bu.edu

356 Toben Nelson, Ph.D.
357 University of Minnesota
358 612-626-9791
359 tfnelson@umn.edu

360 Mark Wolfson, Ph.D.
361 Wake Forest University
362 336-716-0380
363 mwolfson@wfubmc.edu

364 Ralph Hingson, ScD.
365 National Institute on Alcohol Abuse and Alcoholism
366 301-443-1274
367 rhingson@mail.nih.gov

368 Barbara Ryan
369 Silver Gate Group

370 (619) 294-3319
371 bryan@silvergategroup.com

372 There were no significant problems in obtaining their judgment and advice concerning
373 the proposed data collection.

374
375 **A.9. Explanation of Any Payment or Gift to Respondents.**

376
377 There will be no monetary incentive or payment to respondents. We will offer to send results of
378 the survey to those who may be interested in receiving them.

379
380 **A.10. Assurance of Confidentiality Provided to Respondents.**

381
382 The Silver Gate Group will maintain the database containing names, positions, and addresses of
383 participants and securely store the information gathered from the online survey. No identifiers
384 will be stored with the survey data, and the (separate) database of contact information for survey
385 participants will be destroyed six months after the survey has been completed. The de-identified
386 response data will be maintained for 3 years after completion of the project.

387
388 While respondents will be known by name and email address in order to send them a link to the
389 on-line survey questionnaire, the contact information will be kept separate from the responses to
390 the questionnaire. It will not be possible to link a response to a subject's identity from noting the
391 department or agency they work in. None of the questions in the survey ask about the subject's
392 own personal behavior, so the risk of harm to respondents is very low.

393
394 Data will be treated in a secure manner and will not be disclosed, unless otherwise compelled by
395 law. De-identified responses will be owned and stored by the Pacific Institute for Research and
396 Evaluation (PIRE) and accessed only by the research staff assigned to this project. None of the
397 staff will have access to the dataset that links responses to the contact information. Thus, it will
398 be impossible for anyone at PIRE to know the identity of any specific respondent's responses.

399
400 A copy of the Local IRB approval notice is included as **Attachment E**.

401 **A.10 Privacy Impact Assessment Information**

402 A. This project is not subject to the Privacy Act. A system of records will not be maintained
403 by the contractor beyond the life of the project.

404 B. Collected data will be stored on password-protected computers. The contractor and
405 subcontractor will store personal identifiable information and response data in separate
406 databases. No contact information will be transmitted to CDC. The file that links contact
407 information to arbitrary identification numbers in the dataset of responses will only be
408 available to the subcontractor (not to PIRE) and will be destroyed within 6 months of
409 when data collection is complete.

410
411 C. Data will be treated in a secure manner and will not be disclosed, unless otherwise
412 compelled by law

413

414 D. Respondents will be informed of the intended purpose of the collected data and assured
415 that information will be treated in a secure manner. Respondents will also be informed
416 of the voluntary nature of the study and their ability to withdraw from the study the study
417 at any time. All respondents have a right to refuse to answer any questions contained in
418 the survey (**Attachment F**).

419

420 E. Consent will not be sought for this study.

421

422 **A.11. Justification for Sensitive Questions**

423 The online survey does not contain questions of a sensitive nature.

424

425 **A.12. Estimates of Annualized Burden Hours and Cost**

426 This data collection for the evaluation of the marketing strategy involves an electronic online
427 survey with reminders to non-respondents.

428 The SCC marketing strategy recruits key informants who are interested in reducing alcohol-
429 related harm among college students in their communities. To evaluate the reach of and
430 response to the marketing strategy, individuals from 160 selected colleges and surrounding
431 communities who expressed an interest in reducing alcohol-related harm in their community will
432 be invited to complete an online survey.

433

434 The respondents targeted are upper-level administrators such as vice-presidents; campus and
435 municipal police, and community leaders. A maximum 12 individuals will be invited to
436 participate from each of the 160 selected colleges or universities, with a maximum of 1800 total
437 survey participants. Contacts will be limited to on-campus administrators, city officials, and
438 community leaders. The amount of time required for a respondent to take part in the online
439 survey is estimated to be 20 minutes.

440

441 **A.12.A. Burden**

442

443 Table A.12- Estimate of Annual Burden Hours.

444

Type of Respondent	Form Name	Number of Respondents	Number of Responses per Respondent	Average Burden per Respondent (in hours)	Total Burden Hours
College Administrator	CDC Questionnaire (Attachment C)	600	1	20/60	200
Police officer	CDC Questionnaire (Attachment C)	600	1	20/60	200
Community Leader	CDC Questionnaire	600	1	20/60	200

	(Attachment C)				
Total burden hours	--				600

445

446 A.12.B. Estimated Annualized Burden Cost

447

448 In total, we expect that 600 college administrators, 600 police officers, and 600 community
 449 leaders will complete the online survey, resulting in a burden of 600 hours. Hourly wages are
 450 estimated to be as follows: college administrators (\$44.00), police officers (\$38.00), and
 451 community leaders (\$24.00), resulting in a total respondent cost of \$21,200. The total estimated
 452 annualized cost is \$61,517. Our calculations were made based on the average hourly wage rates
 453 presented in Table A.12.B. Source: Bureau of Labor Statistics, U.S. Department of Labor, May
 454 2012 http://www.bls.gov/oes/oes_data.htm

455

Type of Respondent	Form Name	Total Burden Hours	Hourly Wage Rate	Total Respondent Cost
College Administrator	CDC Questionnaire (Attachment C)	200	\$44.00	\$8,800
Police Officer	CDC Questionnaire (Attachment C)	200	\$38.00	\$7,600
Community Leader	CDC Questionnaire (Attachment C)	200	\$24.00	\$4,800
Total burden cost	CDC Questionnaire (Attachment C)			\$21,200

456

457 **A.13. Estimates of Other Total Annual Cost Burden to Respondents or Record keepers.**

458

459 There are no costs to respondents other than their time for participating in the online survey.

460

461 **A.14. Annualized Cost to the Government.**

462

463 The one-time cost for the online survey includes web page development, instrument design and
 464 implementation, data collection, data analysis and reporting. Web page development, instrument
 465 design, data analysis and reporting will be implemented by PIRE and overseen by CDC. Data
 466 collection will be accomplished via the website maintained by the Silver Gate Group and
 467 overseen by PIRE and the CDC technical monitor. The online survey and analyses will be
 468 conducted over the next 12 months following the OMB review. The costs to the government
 469 include the costs of the contractor, the CDC Technical Monitor and the CDC Project Officer,
 470 both of whom will oversee the contractor's efforts. The estimated costs reflect the costs outlined
 471 in the contractor's budget and 48 hours of a CDC FTE (average grade 13/15) for oversight of the
 472 data collection. The costs are as follows:

473
 474 Table A.14A. Annualized Cost (one-time data collection from online survey responses)
 475

	Hours	Hourly Rate	Cost at Hourly Rate	Other Costs	Total
Silver Gate Group	550	\$71.44	\$39,292	\$3,426	\$42,718
PIRE Project Director	120	\$84.15	\$10,098	\$6,221	\$16,319
PIRE Research Associate	35	\$25.00	\$875	\$0	\$875
PIRE Program Director	35	\$45.85	\$1,605	\$0	\$1,605
CDC FTE	48	\$55	\$2,640	N/A	N/A
Total	788	--	\$54,510	\$9,647	\$61,517

476
 477 **A.15. Explanation for Program Changes or Adjustments**
 478

479 This is a new data collection.
 480

481 **A.16. Plans for Tabulation and Publication and Project Time Schedule.**

482 A.16.A. Tabulation and Analysis Plan

483 The analyses of the survey data will provide information that may determine where, along the
 484 hypothesized sequence of steps to adoption, the marketing strategy may have succeeded or
 485 failed. PIRE will also be able to look at various characteristics of the campuses (e.g. public vs.
 486 private) that may influence adoption. Finally, they hope to gain some insight into who may
 487 become a “champion” for the intervention, either by position (e.g., elected official) or by their
 488 perception or attitudes.

489 After an inspection of response patterns to identify errors in coding or file creation, the
 490 substantive questions will be addressed through a set of regression analyses. A preliminary
 491 model will be built to identify the type of respondent most likely to be a “champion” of the
 492 intervention. PIRE is specifically interested in which departments may be most or least
 493 favorable to the intervention, but whether non-college respondents may have a greater interest in
 494 the intervention than college/university staff. The model would look for respondent
 495 characteristics that would predict more favorable attitudes toward the intervention.
 496

497
 498
 499 Table A.16-A 1. Time Schedule
 500

Month 1-2 after OMB approval	Launch emails to random subset of 12 IHEs. Follow up as needed.
Months 2-4 after OMB approval	Launch emails to 50 campuses.

Months 4-6 after OMB approval	Launch remaining emails (N=98). Conduct evaluation survey with first set two sets of IHEs (N=62).
Months 7-9 after OMB approval	Conduct evaluation survey with remaining campuses.
Months 9-18 after OMB approval	Conduct analysis of entire survey data and write evaluation report.

501
502 CDC is requesting an 18-month OMB Approval.

503
504 **A.17. Reason(s) Display of OMB Expiration Date is Inappropriate**

505
506 The display of the OMB expiration date is not inappropriate.

507
508 **A.18. Exceptions to Certification for Paperwork Reduction Act Submissions.**

509
510 There are no exceptions to the certification.

511
512
513 References

514
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