

GENERIC SUB-STUDY SUBMISSION – 0925-0046

DATE OF REQUEST: January 17, 2014

SUB AGENCY (I/C): NIH/NCI/DCCPS

TITLE OF SUB-STUDY: Smokefree Women Customer Satisfaction Study

GENERIC CLEARANCE UNDER OMB #0925-0046-04 **EXP. DATE:** 5/31/2016

TOTAL ANNUAL BURDEN APPROVED: 6,600 hours

BURDEN APPROVED TO DATE: 102 hours

BURDEN FOR THIS REQUEST: 262 hours

ABSTRACT:

The Office of the Assistant Secretary for Health (OASH) at the Department of Health and Human Services (DHHS) has requested that the National Cancer Institute’s (NCI’s) Tobacco Control Research Branch (TCRB) continue to provide smoking cessation resources to targeted populations, such as women, as part of a national comprehensive tobacco control effort. HHS allocated additional funds to support TCRB’s robust smoking cessation program (Smokefree) this fiscal year with the charge to perform evaluation tasks aimed at increasing audience usage, satisfaction, and sustained quit attempts.

TCRB developed the Smokefree program – a program that includes a variety of web- and mobile-based resources to help people initiate and sustain quit attempts. One component of TCRB’s Smokefree program includes the Smokefree Women (SFW) website (women.smokefree.gov). This current survey is to assess which website the stakeholder is most satisfied with as well as the relevancy of the website content for the intended stakeholder population. To conduct this formative research, a sample will be randomized to view 1 of 4 different websites. The websites include the current website (women.smokefree.gov), smoking cessation (SC) content only, SC plus weight management content, and SC plus healthier lifestyle content.

IS RACE AND ETHNICITY DATA COLLECTED? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> N/A	IS PERSONALLY IDENTIFIABLE INFORMATION (PII) BEING COLLECTED? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> N/A
OBLIGATION TO RESPOND: <input checked="" type="checkbox"/> VOLUNTARY <input type="checkbox"/> REQUIRED TO OBTAIN OR RETAIN BENEFITS <input type="checkbox"/> MANDATORY	TYPE OF COLLECTION/RESEARCH? <input checked="" type="checkbox"/> CUSTOMER SATISFACTION <input type="checkbox"/> USABILITY TESTING <input type="checkbox"/> FOCUS GROUPS <input type="checkbox"/> PRETESTING <input type="checkbox"/> FORMATIVE RESEARCH <input type="checkbox"/> QUESTIONNAIRE DEVELOPMENT <input type="checkbox"/> APPLICATION <input type="checkbox"/> PROGRAM MONITORING <input type="checkbox"/> OTHER: _____
HOW WILL THIS SURVEY BE OFFERED? <input checked="" type="checkbox"/> WEB SITE <input type="checkbox"/> TELEPHONE INTERVIEW <input type="checkbox"/> MAIL RESPONSE <input type="checkbox"/> IN PERSON INTERVIEW <input type="checkbox"/> OTHER: _____	
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