

# **SUPPORTING STATEMENT A FOR OMB CLEARANCE**

## **National Youth Anti-Drug Media Campaign Tracking Study – Supporting Statement A**

**OMB Control Number  
3201-0010**

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On behalf of:  
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# PAPERWORK REDUCTION ACT SUBMISSION

<p>Please read the instructions before completing this form. For additional forms or assistance in completing this form, contact your agency's Paperwork Clearance Officer. Send two copies of this form, the collection instrument to be reviewed, the Supporting Statement, and any additional documentation to: Office of Information and Regulatory Affairs, Office of Management and Budget, Docket Library, Room 10102, 725 17th Street NW, Washington, DC 20503.</p>	
<p>1. Agency/Subagency originating request: <b>Office of National Drug Control Policy (ONDCP)</b></p>	<p>2. OMB control number: <span style="float: right;">b. None</span> a. <b>3201-0010</b></p>
<p>3. Type of information collection (<i>check one</i>)</p> <p>a. New collection b. Revision of a currently approved collection c. Extension of a currently approved collection d. Reinstatement, without change, of a previously approved collection for which approval has expired e. Reinstatement, with change, of a previously approved collection for which approval has expired <input checked="" type="checkbox"/> f. Existing collection in use without an OMB control number</p> <p><i>For b.- f., note item A2 of Supporting Statement instructions</i></p>	<p>4. Type of review requested (<i>check one</i>)</p> <p>a. Regular <input checked="" type="checkbox"/> b. Emergency--Approval requested by: _____ c. Delegated</p>
	<p>5. Small entities Will this information collection have a significant economic impact on a substantial number of small entities? Yes No <input checked="" type="checkbox"/></p>
	<p>6. Requested expiration date</p> <p>a. Three years from approval date <input checked="" type="checkbox"/> b. Other--Specify: ____/____/____</p>
<p>7. Title <b>[National Youth Anti-Drug Media Campaign (NYADMC)-Parent and Youth Tracking]</b></p>	
<p>8. Agency form number(s) (<i>if applicable</i>)</p>	
<p>9. Keywords <b>Drug Abuse Prevention, Youth, Parents, Communications</b></p>	
<p>10. Abstract <b>The tracking study provides the measures for advertising message delivery against the theoretical model, ensuring that the advertising is efficiently and effectively creating awareness, and changing attitudes, intentions and behaviors. Ultimately, the data captured in the tracking study will be used to monitor the impact of the advertising on beliefs and intentions.</b></p>	
<p>11. Affected public (<i>mark primary with "P" and all others that apply with "X"</i>)</p> <p>a. <input checked="" type="checkbox"/> Individuals or households      d. <input type="checkbox"/> Farms b. <input type="checkbox"/> Business or other for-profit      e. <input type="checkbox"/> Federal Government c. <input type="checkbox"/> Not-for-profit institutions      f. <input type="checkbox"/> State, Local, or Tribal govt.</p>	<p>12. Obligation to respond (<i>mark primary with "P" and all others that apply with "X"</i>)</p> <p>a. Voluntary b. Required to obtain or retain benefits c. Mandatory</p>
<p>13. Annual reporting and recordkeeping hour burden</p> <p>a. Number of respondents: <b>14,000</b> b. Total annual responses: <b>14,000</b>     1. Percentage of those responses collected electronically: <b>[100%]</b> ____ c. Total annual hours requested: <b>3,500</b> ____ d. Current OMB inventory e. Difference f. Explanation of difference     1. Program change     2. Adjustment</p>	<p>14. Annual reporting and recordkeeping cost burden (<i>in thousands of dollars</i>)</p> <p>a. Total annualized capital/startup costs: <b>[0]</b> ____ b. Total annual costs (O&amp;M): <b>[\$37,642]</b>____ c. Total annualized cost requested: <b>[\$37,642]</b>____ d. Current OMB inventory e. Difference f. Explanation of difference     1. Program change     2. Adjustment</p>
<p>15. Purpose of information collection (<i>mark primary with "P" and all others that apply with "X"</i>)</p> <p>a. <input type="checkbox"/> Application for benefits      e. <input type="checkbox"/> <b>P</b> Program planning or management b. <input type="checkbox"/> Program evaluation c. <input type="checkbox"/> General purpose statistics      f. <input type="checkbox"/> Research d. <input type="checkbox"/> Audit      g. <input type="checkbox"/> Regulatory or compliance</p>	<p>16. Frequency of recordkeeping or reporting (<i>check all that apply</i>)</p> <p>a. Recordkeeping      b. Third party disclosure c. Reporting <input checked="" type="checkbox"/>     1. On occasion      2. Weekly      3. Monthly     4. Quarterly <input checked="" type="checkbox"/>      5. Semi-annually      6. Annually     7. Biennially      8. Other (<i>describe</i>) _____</p>
<p>17. Statistical methods Does this information collection employ statistical methods? Yes <input checked="" type="checkbox"/>      No</p>	<p>18. Agency contact (person who can best answer questions regarding the content of the submission)</p> <p>Name: <b>[Andrew Hertzberg]</b> Phone: <b>[202-395-6353]</b> ____</p>

## SUPPORTING STATEMENT A FOR OMB CLEARANCE

**NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN  
TRACKING STUDY**

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## **Justification**

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

This submission for OMB clearance is one of three data collection instrument submissions currently up for renewal for the Office of National Drug Control Policy's (ONDCP) National Youth Anti-Drug Media Campaign. The data collection instruments are used as part of the advertising development process as required by ONDCP's 2006 Congressional Reauthorization (Public Law 109-469) that states ONDCP must "test all advertising prior to use in the national media Campaign to ensure that the advertisements are effective and meet industry-accepted standards."

All data collection instruments have been developed with input from subject matter experts in the fields of advertising and public health communication research and evaluation; have been reviewed by an Institutional Review Board (IRB) to ensure the research with human subjects is scientific, ethical, and meets Federal regulatory requirements.

The ONDCP's tracking study has become an indispensable tool in providing guidance for Campaign messaging and media strategies. Results from this study will continue to provide the intelligence necessary to ensure the ongoing success of the National Youth Anti-Drug Media Campaign.

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

The National Youth Anti-Drug Media Campaign (the Campaign) is a social marketing effort designed to prevent and reduce youth illicit drug use by:

- Increasing awareness of the consequences of drug use
- Changing youth and adult attitudes and intentions to use drugs
- Using parenting skills to prevent youth from using drugs
- Motivating youth and adults to adopt and maintain anti-drug behaviors

Since the Campaign was initiated in 1999, a tracking study has provided information resulting in the continuous improvement of Campaign strategies and tactics. These tracking studies are not used as a formal evaluation of the Campaign. The Campaign tracking studies allow for more flexible analysis of data. As a result, various components of the Campaign (e.g., specific spending levels, media vehicles, Campaign strategies) can be accurately modeled using various techniques.

Continuous data collection allows for:

- Monitoring the on-air (TV) performance of individual ads, ad Campaigns and related PSAs relative to ad awareness goals.
- Monitoring the awareness of print and Internet ads/banners and other material such as brochures and posters.

To fulfill the Campaign objectives of decreasing illicit drug usage among youth, a logic model based on the theory of planned behavior has been deployed. The role of advertising is to:

1. Raise Awareness: Adults and youth see, hear and comprehend anti-drug advertising messages.
2. Change Attitudes: After viewing the advertising, adults and youth evaluate the validity of its factual information, its social implications, and whether they believe they can effectively carry out the behaviors necessary to prevent youth/themselves from using drugs.
3. Change Intentions: Once adults and youth deem the anti-drug messages as valid, they adopt anti-drug attitudes and make a personal commitment to engage in simple anti-drug actions, or assume a drug-free lifestyle.
4. Change Behavior: Once adults and youth have committed to anti-drug behavior, they begin to adopt prevention behaviors featured in advertising, devise their own strategies and promote the behavior among peers.

To help ensure that the advertising is efficiently and effectively creating awareness, and changing attitudes, intentions and behaviors, tracking studies measure for advertising message delivery against the above model. Surveys measure overall awareness of anti-drug advertising, as well as well as the recognition of specific TV, print and online executions. The teen tracking study measures youths' beliefs, attitudes, and their intention to use marijuana, other drugs and alcohol. The parent tracking survey measures parent's beliefs about the relation between parenting and children's drug use, as well as their intention to monitor their child(ren), an effective means of parent efficacy in reducing the likelihood of children's drug use. Supplemental tracking studies (e.g. anti-methamphetamine ad awareness tracking) may be used to measure specific beliefs, attitudes and intentions regarding drug abuse.

Ultimately, the data captured in the tracking studies will be used to monitor the relationship between advertising and beliefs and intentions. Ongoing tracking will also allow ONDCP to modify measures to reflect changes in strategy and the introduction of new advertising.

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

To modernize research in accordance with advertising industry practices, the campaign tracking study has changed from mall-based surveys (teens) and computer-aided telephone interviewing (adults) to online methodology. The surveys will be conducted through use of online panels.

#### Online Panel Recruitment

- Potential panelists are told they are being recruited as a member of an Online Research panel where their opinions will help shape the decisions that business leaders are making.
- Prospective panel members must visit the vendor website to register in the panel member community.
- Prospective panel members complete a registration form
- Once prospective panel members submit their registration information, the vendor database automatically assigns respondent and household ID's to the new panel member .
- The database assigns an 'Opt-In Needed' status to the panel member, marking them as ineligible to receive survey invitations until they have completed the second step in the double opt-in process .
- After the new panel member has submitted their registration information, the vendor automatically sends an email to the registered email address confirming the registration process and informing the individual that they must click on the link provided in the email to activate their account.
- Once the prospective panel member clicks on the link provided in the informational email, the respondent's status is changed to 'Active' and they become eligible to receive survey invitations.

## Sample Management

Using the qualifications provided in the project screener, the panel is filtered for suitable panelists using the data gathered in the database. Survey invitations are deployed to these targeted individuals. Sample can be deployed as batches by time zone, geography, gender, age, ethnicity, or any other data point that is profiled. Panelists can be excluded based upon past participation in surveys with the same and/or similar topics, and/or upon activity (including completed surveys and/or invitations to surveys) within the past six months or designated time period.

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

The tracking studies described here are the sole source of continuous target information relative to the effective use of media, the optimization of Campaign messaging platforms and the overall strategic direction of the Campaign. No duplicate data collection exists.

### **5. Impact On Small Businesses or Other Small Entities**

The proposed research does not involve any small businesses or other small entities.

### **6. Consequences of Collecting the Information Less Frequently**

To be able to effectively change attitudes, perceptions and behaviors about marijuana and other illicit drugs, the Campaign uses a wide variety of media (print, television, radio, interactive), a range of message strategies and numerous specific advertisements throughout the course of the year. Ongoing data collection is necessary to be sensitive to changes in advertising and media strategies and to demonstrate their impact on Campaign objectives. In addition, tracking studies provide the ability to assess the wear-out of specific advertising messages as well as the impact of seasonality on the Campaign. Media buying strategies cannot be effectively optimized without such information.

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

There are no special circumstances.

### **8. Comments in response to the federal register notice and efforts to consult outside agency**

The notice required in 5 CFR 1320.8(d) was published in the *Federal Register* on April 9, 2013 (FR vol. 78, no. 68).

There have been no comments to the notice.

## **9. Explanation of Any Payment or Gift to Respondents**

It is standard practice in commercial market research to offer recruited respondents some form of reimbursement for their time and effort. Respondents will receive the equivalent of \$5.00 in compensation for participating. For online panels, the reimbursement is provided as \$5.00 in “points” given to each respondent by their online panel’s proprietary reward program. Respondents can accrue and/or redeem these points for a wide variety of items such as merchandise and gift cards for use as payment at physical and online merchants.

## **10. Assurance of Confidentiality Provided to Respondents**

Respondents will be informed prior to participation that their responses are anonymous. They will also be advised of the nature of the activity, the length of time it will require, and that participation is purely voluntary. Respondents will be assured that no penalties will occur if they wish not to respond, either to the information collection as a whole or to any specific questions.

As a further guarantee of anonymity, all presentation of data in reports will be in aggregate form, with no links to individuals being preserved. Although some personal information will be gathered (e.g. gender, age, race) no personal identifiers (e.g. full name, address or phone, social security number, etc.) will be collected or maintained. Thus, the Privacy Act does not apply to the proposal activities.

## **11. Justification for Sensitive Questions**

By virtue of the focus on drug use, there will be sensitive questions for respondents. These specifically relate to the items inquiring about respondent attitudes about marijuana and other illicit drugs as well as their intentions to use marijuana. These questions are necessary to determine the impact of recalled advertising on the attitudes and behaviors that the Campaign is intended to change. To protect the individual from any negative response to these questions or any fear of discovery, several steps are taken to provide necessary assurances.

First, respondents are informed that their answers are recorded anonymously. Second, they will be informed that they need not answer any question that makes them feel uncomfortable or which they simply do not wish to answer. Thus, there will be no linkage of disclosure of illicit behavior to any individual.



## 12. Estimates of hour burden including annualized hourly costs

Over the course of one year of tracking, the total hour burden is estimated at 3,500 hours as follows:

Table 1. Estimates of Annual Burden by Hours and Annualized Cost to Respondents

Audience	Number of Respondents	Frequ-ency	Avg. Time Per Response	Annual Burden (Hours)	Hourly Wage Rate	Annual Cost
Teens (11-18)	<b>7,000</b>	<b>1</b>	<b>15 minutes</b>	<b>1,750</b>	<b>* \$6.55</b>	<b>\$11,462.50</b>
Adults	<b>7,000</b>	<b>1</b>	<b>15 minutes</b>	<b>1,750</b>	<b>** \$14.96</b>	<b>\$26,180.00</b>
<b>TOTAL</b>	<b>14,000</b>	<b>-</b>	<b>-</b>	<b>3,500</b>		<b>\$37,642.50</b>

\* 2000 Child Labor Coalition- Current Population Survey: 26% of all 16 year-olds are employed in an average month. As a conservative estimate for this application, 50 % employment at minimum wage is assumed.

\*\* 2006 per capita income, *Money Income in the United States, 2006 Current Population Survey*, U.S. Census Bureau, U.S. Department of Commerce

Power Analysis: The two scenario examples below are provided to justify the sample size of 7,000 annual respondents per study. ONDCP does not plan to analyze or examine subgroup differences concerning gender, race, or ethnicity.

### Scenario One

The first objective is to detect trends regarding teen awareness for the ATI campaign on a quarterly basis. This will provide benchmark measures for ATI to gauge the effectiveness of their campaign's reach, as well as understand how the campaign influences teen attitudes concerning substance abuse. According to past research, 82% of teens are aware of ATI, and conversely, 18% of teens are unaware of the ATI campaign. During a quarterly cycle, a power analysis at an 80% level shows that a sample of 1,750 teens would provide the ability to ascertain a +/- 3.5 percentage point difference for the awareness measure, at an alpha level of 5% and an effect size of 0.08.

### Scenario Two

The second objective is to understand how awareness and exposure to the ATI campaign positively influence teens' attitudes concerning substance abuse. According to past research, 82% of teens are aware of ATI, and conversely, 18% of teens are unaware of the ATI campaign. Furthermore, 53% of teens who are aware of ATI also hold strong anti-drug beliefs. A power analysis at an 80% level shows that a combined base size of 7,000 teens (with 5,740 teens aware of ATI, and 1,260 teens unaware of ATI) provides the ability to discern a difference of +/- 4.0 percentage points, at an alpha level of 5% and an effect size of 0.07.

## 13. Estimate of Other Total Annual Cost Burden to Respondents or Record Keepers

There is no additional cost burden to respondents or record keepers.

## 14. Annualized Cost to the Federal Government

The maximum annual cost for conducting Campaign tracking studies is **\$727,500**.

## 15. Explanation for Program Changes or Adjustments

Ongoing Campaign findings, along with target refinements (addition of meth tracking and sampling different teen segments by age) and inflation have resulted in a cost increase.

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

While the primary purpose of the tracking study is to both guide media planning and to monitor strategic messaging effectiveness (changes in beliefs and intentions), the ONDCP may make results available to its partners. The data collection plan, schedule and analysis for each project will be tailored to the specific message and intended audience. While data collection takes place on a continuous basis, reporting of analytic modeling results is done largely on a quarterly basis. Awareness levels for individual ads/campaigns are monitored on a more frequent basis to identify any on-air issues that need to be addressed more immediately.

**17. Expiration Date Display Exemption**

The OMB Control Number and expiration date will be included in all applicable respondent materials.

**18. Exceptions to Certification for Paperwork Reduction Act Submissions**

This submission complies with all requirements contained in 5 CFR 1320.9 and 5 CFR 1320.8(b)(3).