

**SUBMISSION OF INFORMATION COLLECTION UNDER THE  
SAFE TO SLEEP GENERIC CLEARANCE**

**DATE OF REQUEST:** October 10, 2014

**SUB AGENCY (I/C):** NICHD

**TITLE:** Healthy Native Babies (HNB) Project Materials Distribution

**GENERIC CLEARANCE UNDER OMB#:** 0925-0701      **EXP. DATE:** 07/31/2017

**ABSTRACT:**

The *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD) propose conducting an assessment of its *Healthy Native Babies (HNB) Project* Materials Distribution activities. The HNB Project is a collaboration between the NICHD and representatives from five American Indian and Alaska Native (AI/AN) communities in the U.S. Northern Tier - Aberdeen, Alaska, Billings, Bemidji, and Portland. This innovative collaboration is part of the Safe to Sleep® (STS) campaign and aims to spread safe sleep messages within AI/AN communities. As part of this project, the NICHD provides tribal governments and community-based organizations across the Indian Health Service (IHS) areas with HNB Project materials tailored to the AI/AN communities. Materials include brochures, door hangers, one-page flyers, and training materials. Participating organizations receive resource stipends to copy and distribute HNB materials during home visits, local community events, and/or through their organization's training workshops.

The NICHD will collect information using the HNB Project Materials Distribution Tracking Form (Attachment 2). The tracking form collects information on the types of materials distributed (e.g., brochures), the location of distribution (e.g., community event, home visit), the number of materials provided to all participants, and the number of materials distributed to the target population(s). Participating organizations will also be asked to describe the activities conducted, the results of these activities, and successes and challenges in distributing materials.

**TOTAL ANNUAL BURDEN APPROVED:** 3,000

**BURDEN USED TO DATE:** 0

**BURDEN THIS REQUEST:** 3 for Private Sector

**FEDERAL COST:** The estimated annual cost to the Federal government is 2,001.72.

**IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?**

YES       X      NO       N/A

**OBLIGATION TO RESPOND:**

VOLUNTARY  
 REQUIRED TO OBTAIN OR RETAIN BENEFITS  
 X MANDATORY (as part of stipend agreement)

**HOW WILL THIS SURVEY BE OFFERED?**

WEB SITE  
 TELEPHONE INTERVIEW  
 MAIL RESPONSE  
 IN PERSON INTERVIEW  
 X OTHER: Email Response

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