

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

DATE OF REQUEST: October 10, 2014

SUB AGENCY (I/C): NICHD

TITLE: Safe to Sleep National Champions Tracking and Feedback Form

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 Safe to Sleep® (STS) National Champions (NC) program. NC is a volunteer program designed to enlist interested members of the general public and health care professionals in conducting local media outreach activities (in print, radio, television, and social media), and community outreach activities on behalf of the STS campaign.

NICHD will collect information using the STS NC Tracking and Feedback form (Attachment 3). The form collects information on the types of media hits and media outlets Champions have been able to contact and the target audiences of these various outlets, as well as types of community outreach activities conducted. This information will be used to track the Champions' activities and the total number of people reached. Champions will also be asked to comment on any challenges they faced, lessons learned, as well as accomplishments. This information will be used to identify areas where additional guidance is needed from NICHD and to adjust training activities to improve the program's overall usefulness and effectiveness.

TOTAL ANNUAL BURDEN APPROVED: 3,000

BURDEN USED TO DATE: 0

BURDEN THIS REQUEST: 250 Private Sector

FEDERAL COST: The estimated annual cost to the Federal government is \$4,203.44.

IS RACE AND ETHNICITY DATA COLLECTED AS REQUIRED?

_____ YES X _____ NO _____ N/A

OBLIGATION TO RESPOND:

X VOLUNTARY
_____ REQUIRED TO OBTAIN OR RETAIN BENEFITS
_____ MANDATORY

HOW WILL THIS SURVEY BE OFFERED?

X WEBSITE
_____ TELEPHONE INTERVIEW
_____ MAIL RESPONSE
_____ IN PERSON INTERVIEW
_____ OTHER: _____

CONTACT INFORMATION:

NAME: Shavon Artis
TELEPHONE NUMBER: 301-435-3459
EMAIL ADDRESS: artiss@mail.nih.gov