



Eunice Kennedy Shriver National Institute
of Child Health and Human Development



Mini Supporting Statement A

Alabama Safe Sleep Outreach Project

OMB# 0925-0701

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Mini Supporting Statement A

A.1 Circumstances Making the Collection of Information Necessary

This is a request for a new sub-study clearance under the general clearance for the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD) Safe to Sleep® (STS) public education campaign in Alabama. Submissions for the STS campaign will be used to assess event attendees' understanding and the reach of STS campaign materials and messages; to gauge the effectiveness of campaign educational sessions and monitor and improve campaign activities conducted by mini-grantees in Alabama. These STS campaign activities help to promote campaign messages to professional and lay audiences, train individuals and health professionals on safe sleep practices and environments for infants, and teach ways to reduce the risk of Sudden Unexpected Infant Death (SUID), Sudden Infant Death Syndrome (SIDS) and other sleep related causes of infant death.

A.2 Purpose and Use of the Information Collection

The purpose of this information collection is to enhance the Alabama campaign activities and develop messages and materials salient to the audiences in Alabama so that we increase awareness and effect behavioral change related to safe infant sleep practices.

30 mini-grantees will collect information from community respondents who attend STS public education events. Respondents will be asked to complete a survey at each event to indicate their knowledge before their participation in an educational session and to indicate their knowledge after they have participated in the educational session.

Data collected by the STS campaign may be used in aggregate by a number of audiences, including STS campaign staff, NICHD leadership, STS campaign collaborators, Federal SUID/SIDS Workgroup members, SUID/SIDS stakeholders, clinical and maternal and child health professionals, parents and caretakers, and the general public. These audiences may use the collected information to: 1) develop new campaign materials, and/or training curricula; 2) monitor and improve campaign activities; 3) make decisions about campaign activities; 4) inform current campaign activities; and 5) inform strategies used to influence target audiences' practices and behaviors. The STS campaign staff and the NICHD leadership will be the primary users of the information. Most of the information collection for this audience will be for campaign assessments. The campaign assessment data will not be generalizable, but will be contextually based. The information will also be used internally to make decisions about implementation effectiveness and to improve campaign components or the campaign as a whole.

Frequent reporting creates opportunities for campaign adjustments, which will help campaign staff to prevent shortcomings and quickly address concerns. This sub-study clearance will allow campaign staff to: 1) gather feedback on campaign activities expeditiously and effectively; 2) be better able to monitor and improve campaign implementation; 3) assess the utilization and practice activities of target audiences; and 4) assess the effectiveness of mini-grantees' outreach activities.

Information collection under this sub-study consists of:

- any change in safe sleep attitudes after an event;
- the number of mini-grantee outreach events held; and
- mini-grantee's effectiveness during training sessions.

In summary, this sub-study for the generic clearance will be small in scale, designed to obtain results frequently and quickly to guide campaign development and implementation, inform campaign direction, and be used internally for campaign management purposes.

A.3 Use of Information Technology to Reduce Burden

Collecting data electronically is not practical because the purpose of this campaign is to reach audiences who typically do not have access to computers and the internet. The program is designed to operate at the micro-level in socioeconomic communities that fall at or below the national poverty line.

A.4 Efforts to Identify Duplication

The NICHD STS campaign works closely with the STS campaign collaborators and other national partners. The collaborators and partners represent the federal, professional, and national leaders in the field of SUID/SIDS. The NICHD staff, collaborators and partners has reviewed other campaign data collections and has determined that the data needed in Alabama is unique.

A.5 Impact on Small Businesses or Other Small Entities

N/A

A.6 Consequences of Collecting the Information Less Frequently

This sub-study is intended to be an information collection from a single encounter with participants. A single methodology (e.g., survey) is planned to be administered once per project per specific respondent group. Any less frequent response would not yield useful data for campaign planning and management improvements.

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

This survey will be implemented in a manner that fully complies with 5 C.F.R. 1320.5.

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

N/A

A.9 Explanation of Any Payment of Gift to Respondents

It is standard practice in commercial market research to offer recruited respondents some form of remuneration for the time respondents spend engaged in a focus group, in-depth interview, and sometimes an online survey.

For this sub-study, mini-grantees have the option to offer a free meal or snack, and/or entry into a raffle as an incentive to increase event attendance.

A.10 Assurance of Confidentiality Provided to Respondents

In keeping with human subjects research protections, the information collections conducted under this sub-study clearance will take steps to guarantee that all personally identifiable information (PII), and all data collected, are secure and private to the extent allowed by law. PII will only be collected to the extent necessary. Respondents will be informed of security through explanatory text on the cover of forms and applications. In addition, respondents will be advised of the purpose of the information collection, the use of information collection, NICHD sponsorship, that their participation is voluntary, and that they may choose to discontinue or have their name and/or related information withdrawn at any time. In instances where it is possible, information will be presented in aggregate form, without links to the identity of individual respondents. All information will be stored in locked cabinets at the IQ Solutions headquarters.

A.11 Justification for Sensitive Questions

It may be necessary for some information collections to retain the respondents' name collected on a sign-in form for the singular purpose of tracking the number of unique respondents. The information collected will be used to gauge respondents' knowledge, attitudes and practices regarding safe infant sleep and will not collect any sensitive information. Mini-grantees will provide a point of contact's name, email address and telephone number for the purposes of corresponding with campaign partners and receiving campaign materials.

A.12.1 Estimated Annualized Burden Hours

A.12-Table 1. Estimated Annualized Burden Hours

Form Name	Type of Respondent	Number of Respondents	Number of Responses per Respondent	Average Burden Per Response (in hours)	Total Annual Burden Hour
A. Pre & Post Assessment	Community Members (18+ y/o)	2,600	1	3/60	130
B. Activity Tracking Form	Safe Sleep Mini-grantee organization representative (1)	30	1	30/60	15
C. Paperwork Checklist	Safe Sleep Mini-grantee organization representative (1)	30	1	1/60	0.5
D. Sign-In Sheet	Community Members (18+ y/o)	2600	1	1/60	43

Total		2630	2630		189
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A.12-2 ANNUALIZED COST TO RESPONDENTS

A.12-Table 2. Annualized Cost to the Respondents

Type of Respondent	Number of Respondents	Average Burden Per Response (in hours)	Hourly Wage Rate*	Respondent Cost
Community Members (18+ y/o) (Occupational Code - 31-9099)	2600	4/60	\$14.02	\$2,430.13
Safe Sleep Mini-grantee organization representative (1) (Occupational Code - 21-0000)	30	31/60	\$19.92	\$ 308.76

*Bureau of Labor Statistics Occupational Employment and Wage Estimates:
http://www.bls.gov/oes/current/oes_al.htm accessed on January 12, 2015

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

Expenses are not anticipated. Respondents will not need capital equipment, on-going recordkeeping operations, or services to complete the information collection.

A.14-Table 3. Annualized Cost to the Federal Government

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
NICHD Safe to Sleep Program Staff/Project Oversight	GS-14-4	(\$116,887)	1%		\$1,168.87
Contractor Cost					
Contractor Staff (Health Communication Associate)		\$130,208	5%		\$6,510.40
Other Cost					
Operational Costs for Data Collection Activities (e.g., printing, postage, equipment), non-labor					\$200

A.15 Explanation for Program Changes or Adjustments

N/A

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

The proposed sub-study may include quantitative summaries such as frequencies, cross tabulations, and measures of central tendency to yield descriptive reports of change in knowledge, attitudes and practices and qualitative synopses to identify themes in recommendations for program improvement. This sub-study will not involve inferential statistical analyses and parametric tests. The findings gleaned from the sub-study are intended to be used by program staff to disseminate information about the Alabama campaign, fine-tune STS campaign objectives and priorities for the NICHD, and improve campaign management and implementation in Alabama.

Results from information collections may be presented in reports, briefs, executive summaries, and presentations to the NICHD Offices and Branches, NIH, or HHS. Additionally, some information, depending on the content (e.g., updated STS campaign brochures and dissemination materials), may be released to the Alabama campaign collaborators and the public through website, email, or a newsletter. The respondents will be informed of the plans to release this information.

Project Timeline Schedule	
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Action Item	2016 Schedule	2017 Schedule
Mini-Grant Orientation Meeting	March 1, 2016	December 12, 2017
Funds and Resource CD Distributed to Mini-Grantees	March 1, 2016	January 16, 2017
Funding Cycle Commences	January 15, 2016	January 16, 2017
Deadline to Submit Proposed Activity Dates to NICHD	March 1, 2016	February 20, 2017
Mini-Grantee Events	March 1, 2016 to August 4, 2016	January 16, 2017 to August 4, 2017
First Mini-Grant Technical Assistance Call **REQUIRED**	February 18, 2016	February 20, 2017
Second Mini-Grant Technical Assistance Call	April 21, 2016	April 25, 2017
Third Mini-Grant Technical Assistance Call	June 23, 2016	June 22, 2017
Grant Cycle Ends – Final Date for All Outreach Activities	July 31, 2016	July 31, 2017
Mini-Grant Recipients Closing Meeting	August 5, 2016	August 4, 2017
Materials Due to NICHD: Final Mini-Grant Report, Assessment Forms, Tracking Forms, and Sign-In Sheets	August 5, 2016	August 4, 2017

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

We are not requesting an exemption to the display of the OMB Expiration date.

A.18 Exceptions to Certification for Paperwork Reduction Act Submissions

This survey will comply with the requirements in 5 CFR 1320.9.