



*Eunice Kennedy Shriver* National Institute  
of Child Health and Human Development



## Mini Supporting Statement B

### Alabama Safe Sleep Outreach Project

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Collected data will not be processed beyond qualitative methods and descriptive summaries.

### B.1 Respondent Universe and Sampling Methods

The respondent universe consists of an estimated 2,630 individuals who have access to or used STS campaign materials, training workshops, or other campaign resources and services. It is difficult to define and anticipate the types of potential respondents, but there are two main audiences for this outreach: (a) health care givers, faith leaders, sororities and community workers who will be trained to can talk to their community members about safe infant sleep practices and (b) and community members. Also below are descriptions of the people who have and could represent the STS campaign's respondent universe in this sub-study clearance submission:

- STS campaign collaborators, national partners;
- Sudden and Unexpected Infant Death (SUID) and Sudden Infant Death Syndrome (SIDS) related professional organizations;
- Physicians, nurses, and other health care professionals;
- Maternal and child health professionals;
- Parents, grandparents and other caretakers; and

This sub-study clearance will require approximately 2,600 respondents plus 30 outreach workers. The STS campaign will collect information for the purpose of campaign assessment, monitoring, and improvement or to support the campaign activities.

The sampling method used will be convenience sampling. As such, the methods will not be used to generalize the information beyond the scope of the sample for this sub-study. Similarly, results will not be used to make statements representative of the respondent universe of the project. The methods, however, will ensure that the NICHD collects sufficient information to inform decisions about messages, materials, and overall campaign management and implementation. Additionally, statistical analysis will not be conducted beyond qualitative methods and descriptive statistics.

### B.2 Procedures for the Collection of Information

The STS campaign information collections will involve a survey and 3 project reporting forms. For each STS information collection, NICHD will employ in-person survey forms. In-person survey forms will be administered before and/or after training sessions, conferences, etc., thereby increasing the chance that more surveys will be completed and returned by educational event participants. The sign-in form and photo-video consent form will be completed once, by educational event participants, at the beginning of each event. Project reporting forms will be completed once a year, by mini-grantee organizations, at the end of the grant cycle.

### B.3 Methods to Maximize Response Rates and Deal with Nonresponse

NICHD Safe to Sleep® Campaign staff will ensure that each study population receives various requests to enable the highest response rate possible. This will help guarantee that NICHD is collecting sufficient data to make informed decisions about campaign messages, materials, and trainings. Several procedures have been proven effective in previous studies to help maximize response rates, particularly for surveys

- Potential respondents will be informed about the importance of these information collections and encouraged to participate through various announcements at each event.

- Trained staff will conduct all surveys.
- The initial requests for participation in a survey will come from an NICHHD staff person, or a mini-grantee organization representative, during an STS campaign event.

#### **B.4 Test of Procedures or Methods to be Undertaken**

Instruments similar to the assessment form and activity tracker have been used in the past in other campaigns. Respondents for the assessment have given feedback on the forms and questions asked. Over time, the questions evolved into questions similar to those listed on the instrument. We tested each form to assess completion times.

#### **B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data**

Statisticians will be employed in the development, design, conduct, and analysis of campaign data collections instruments, if/when appropriate. This statistical expertise will be available from NICHHD statisticians or from contractors. Names and contact information of persons consulted in the specific information collection requests will be included in the sub-study package under the generic clearance.