

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1009)

TITLE OF INFORMATION COLLECTION:

HEADS UP - Rocket Blades

PURPOSE:

The Division of Unintentional Injury Prevention and Control (DUIP) at the Centers for Disease Control and Prevention (CDC) created the HEADS UP initiative to help parents, coaches, schools, and clinicians recognize, respond to, and minimize the risk of concussion or other serious brain injury. The HEADS UP initiative includes: a website (www.cdc.gov/headsup) that houses information, tools and resources for youth athletes, parents, coaches, clinicians, and others interested in concussion prevention in youth sports; strategic social media outreach and promotion; online trainings for youth sports coaches, clinicians, and youth sports officials; and strategic partnerships with youth sports and advocacy organizations. As a new component of HEADS UP, DUIP contracted Banyan Communications to develop Rocket Blades, an educational mobile gaming application designed to teach children ages 6 to 8 years old about basic concussion prevention. While the primary target audience for the application is children ages 6 to 8 years, a broader secondary audience includes parents of children in this age range. Upon release to the public, the game will be downloadable from mobile application stores free of charge.

DUIP will implement a series of pre-release testing sessions with potential Rocket Blades users. The purpose of these testing sessions is to determine:

- if the gaming application successfully delivers intended concussion prevention messages;
- if children enjoy playing the game and understand the mechanics and objectives of the gaming application; and
- whether or not parents feel that Rocket Blades is a learning tool they would want to download for their children.

Rocket Blades will be considered successful at delivering key concussion prevention messages if children ages 6 to 8 years understand **at least one** of the following three concepts after playing the game:

1. Hitting your head can cause brain injury (concussion).
2. You should tell your coach, parent, or another adult if you hit your head.
3. You should rest before returning to play after a head injury.

CDC and Banyan Communications will use information collected from the testing sessions to determine if the game is ready for launch and to inform dissemination and implementation strategies.

*Each testing session should last up to 60 minutes.

*Each testing session will consist of the child playing the game followed by questions about the experience for both the child and the parent.

* There will be a total of 18 Child/parent pairs.

*Participants will be provided a Participant Consent Form (Attachment B)

DESCRIPTION OF RESPONDENTS:

The primary audience for Rocket Blades includes children ages 6 to 8 years. The secondary audience includes parents of children in this age range. Given budget and time constraints, Banyan Communications will recruit participants from the Atlanta metropolitan area and testing sessions will take place at the Banyan Communications office in Atlanta, GA. Participation in the testing is voluntary.

TYPE OF COLLECTION: (Check one)

- | | |
|---|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input checked="" type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: _____Karen Angel_____

To assist review, please provide answers to the following questions:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

During data collection, a consent form will be distributed and the contractor (Banyan Communications) will collect names of those respondents who wish to participate. Personally identifiable information (PII) is collected only for consent purposes due to the age of the participants. At no time does CDC have access or will receive potentially identifiable information. At no time is this information linked or linkable to survey information. Privacy Act does not apply.

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [] No

The Rocket Blades app is designed to teach children ages 6 to 8 years old about basic concussion prevention. It is also intended to help provide a teaching opportunity for parents to talk to their child about concussion safety. Testing of the Rocket Blades app will take place with a parent and child pair. Solely the child will use with the app. The parent will be there to assist with questions from the child. A \$40 Amazon gift card incentive will be provided to the parent/child pair. The SSA for the overarching Generic ICR 0920-1009 states the following: "In the case of in-person cognitive laboratory and usability studies, the Agency may provide stipends of up to \$40." On this GenIC Request we are selecting "Usability Testing" as the type of Collection, because we are implement a series of pre-release testing sessions with potential Rocket Blades users. Since the Generic allows for a \$40 incentive for Usability Testing, we will be offering a \$40 Amazon gift card incentive.

BURDEN HOURS

| Category of Respondents | No. of Respondents | Participation Time (Hours) | Burden (Hours) |
|------------------------------------|--------------------|----------------------------|----------------|
| Individuals or Households - Child | 18 | 1 | 18 |
| Individuals or Households - Parent | 18 | 1 | 18 |
| Totals | 36 | 2 | 36 |

FEDERAL COST: The estimated annual cost to the Federal government is \$2,032.18

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
[X] Yes [] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? We will attempt to recruit a convenience sample of eighteen (18) parent-child pairs in the Atlanta metropolitan area from two recruitment pools as described below:

- **The SAE School**

The SAE School is located in Mableton, GA and serves grades PK-10. The school is ethnically diverse and technology is integrated into the curriculum. The students regularly use tablets, computers and educational apps. We will begin the recruitment process by approaching the school administration to explain the purpose of the beta testing and to receive their approval to recruit from the student body. If approved, we will ask the administration to send the recruitment announcement as part of the weekly announcements sent to parents (Attachment A). We will also post the announcement on

the parents Facebook page and will post and distribute announcements at the school campus.

- **i9 sports league**

From the i9 Sports website: *i9 Sports® is the nation's first and largest youth sports league franchise business in the United States with over 1 million registrations in more than 500 communities from New York to Hawaii. i9 Sports offers youth sports leagues, camps and clinics for boys and girls ages 3-17 in today's most popular sports such as flag football, soccer, basketball, T-Ball and cheerleading.*

There are approximately 11 i9 sports programs in the Atlanta metropolitan area (programs in Smyrna, Brookhaven, Douglasville, Chamblee, Powder Springs, Kennesaw, Snellville, and Lawrenceville). We will begin the recruitment process by approaching the directors of the programs in the Atlanta metropolitan area to explain the purpose of the beta testing and to receive their approval to recruit parents and children participating in their sports programs. If approved, we will ask the directors to email the recruitment announcement (Attachment A). to their parent list-serv.

We will strive to recruit a final sample that is ethnically diverse with an equal distribution of children ages 6, 7, and 8. Once we reach the desired sample size, we will send messages to let parents know that the recruitment process has ended.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

2. Will interviewers or facilitators be used? Yes No

*Trained moderators will conduct the interviews.

*Banyan staff will be available to walk the participants through the session and help participants troubleshoot technical difficulties that may arise.