

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

---

**TITLE OF INFORMATION COLLECTION:**

Assessing the effectiveness of HEADS UP message

**PURPOSE:**

A traumatic brain injury (TBI) is caused by a bump, blow or jolt to the head or a penetrating head injury that disrupts the normal function of the brain. On average approximately 1.7 million TBIs occur annually in the United States. CDC’s research and programs work to prevent TBI and help people better recognize, respond, and recover if a TBI occurs. The Division of Unintentional Injury Prevention and Control (DUIPC) 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 CDC’s HEADS UP initiative provides important information on preventing, recognizing, and responding to concussion to five key audiences: youth and high school athletes, coaches, parents, school professionals, and health care providers. The initiative launched in 2003, and at the time solely served health care providers. Over the past twelve years, HEADS UP expanded to serve the five audiences noted above. The HEADS UP initiative includes: a website ([www.cdc.gov/headsup](http://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.

CDC requests OMB approval to collect information related to HEADS UP, including knowledge, awareness, and perceptions of HEADS UP in order to ensure that HEADS UP meets the needs of its key audiences. CDC will use the information collected to identify how HEADS UP resources are used and identify areas where gaps in content and format exist. This information collection is necessary because it will allow CDC to assess the effectiveness of HEADS UP in supporting key audiences with understanding of how to prevent, recognize and respond to concussion. This data enables CDC to improve upon their strategies to educate the public and enhance proper recognition, response and management of concussion and to tailor awareness and educational materials, messaging and public information efforts, to promote behavior change, and support strategic planning initiatives to more effectively improve knowledge of and response to concussion among the public.

Our goal is to convey the message to audiences that concussion is a serious injury and every audience has a responsibility to know how to protect themselves from concussion, recognize the signs and symptoms of concussion, and know what to do if they suspect a young athlete has a concussion

**DESCRIPTION OF RESPONDENTS:**

**Primary Audience:** Youth and high school athletes, parents, coaches, school professionals, and health care providers.

**Secondary Audience:** Organizations that HEADS UP serves including national and local health, sports, parents and school organizations.

**TYPE OF COLLECTION:** (Check one)

- |   |  |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form                     | <input checked="" 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 will collect names of those respondents who wish to participate. Personally identifiable information (PII) is collected only for consent purposes. 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?  Yes  No

**BURDEN HOURS**

Category of Respondents	No. of Respondents	No. of Responses/ Respondent	Participation Time (Hours)	Burden (Hours)
General Population Representatives from Organizations that HEADS UP Serves – Screener (Att. A)	300	1	3/60	15
General Population Representatives from Organizations that HEADS UP Serves – Instrument (Att. B)	100	1	15/60	25
<b>Totals</b>	<b>400</b>			<b>40</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$8,032.18

**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?  
 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:

A web-based survey will be used to gather information on organizations’ interactions, use, knowledge and perception of HEADS UP. The survey will be conducted with 100 respondents from national and local health, sports, parents and school organizations to obtain representation from the networks that HEADS UP serves. The information collection will be from organizations that use HEADS UP. A total of 100 respondents from a range of national and local organizations that use HEADS UP materials in their programs. We will seek to obtain feedback from health, education and sports organizations that serve or work with all five audiences of interest—coaches, youth and high school athletes, parents, school professionals and health care providers. Potential participants will be identified through outreach to partners and related networks. Participants will be recruited from diverse geographic regions across the United States (See Attachment A: Screener and Attachment B: Instrument). Attachment C includes screenshots of the web-based survey. Attachment D includes the informed consent form that respondents will digitally respond to before beginning the web-based survey.

**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