

## **Public Engagement Platform Customer Feedback Survey**

### **A. Product/Activity to be Assessed**

The Substance Abuse and Mental Health Services Administration's (SAMHSA) Office of Communications (OC) Public Engagement Platform (PEP) is committed to expanding the availability of SAMHSA's content for health professionals and the public, and enabling SAMHSA's key messages and evidence-based materials to reach existing and new audiences. SAMHSA PEP provides content to the general public through a website, mobile applications (apps), contact center, email updates, and warehouse fulfillment operations. In alignment with the Federal Digital Strategy, SAMHSA OC is participating in an ongoing effort to make a growing proportion of its products available through an array of digital dissemination channels, such as websites and mobile (apps). Feedback from SAMHSA's customers is essential to enhancing the quality and utility of SAMHSA's products and services. For this reason, SAMHSA's OC is requesting Office of Management and Budget approval for the following customer survey:

- The **SAMHSA Customer Feedback Survey** (Attachment 1) will collect customer demographic information, information-seeking strategies, and digital format preferences. People who subscribe to SAMHSA eblasts will be invited to participate in a web-based survey. It will include multiple-choice questions and fill-in-the-blank items.

### **B. Brief Statement of Objectives**

The goal for this survey is to obtain a deeper understanding of SAMHSA Store's current audience base in order to better develop and disseminate evidence-based materials for health professionals. The data collected from the evaluations will include the following components:

- **Customer demographics:** Responses will enrich SAMHSA's understanding of its customer segments (e.g., age, gender, race, ethnicity, educational level, and occupation).
- **Information-seeking preferences:** Responses will provide an understanding of the preferred content searching strategies and digital formats for evidenced-based behavioral health information.
- **Personal satisfaction:** Participants' comments and recommendations will provide rich, contextualized information.
- OC and the contractor will use the data gathered by the survey to assess user demographics, information-seeking preferences, and digital format preferences to inform future content dissemination strategies. To analyze the data, the contractor will compute descriptive statistics, conduct statistical modeling, and summarize the open-ended comments.

### C. Overview of Methods to Collect the Information

**Data collection method.** The contractor will administer the SAMHSA Customer Feedback Survey electronically using a web-based survey.

**Method for identifying respondents.** Subscribers to SAMHSA email updates are known SAMHSA publication consumers. Participants will be selected using a random generator available through the email vendor and will be invited to participate in an online survey through an email containing a link to a web-based survey. Participation is voluntary.

**Proposed sample size and rationale.** The contractor estimates that 7,800 individuals will receive access to the link for the online survey. Based on the contractor's experience with similar projects, the contractor estimates a response rate of 7.7 percent, which will result in approximately 600 responses. This response rate will reduce sampling error and allow a generalizable representation of SAMHSA's audience base.

**Planned frequency of information collection.** This survey will be disseminated once a year and will be fielded for up to 3 weeks.

**Time period over which the information will be collected.** This survey will be administered over a course of 3 weeks.

**Expected response rate and plan for follow-up, if any, of nonrespondents.** The contractor estimates that approximately 7.7 percent of invitees will complete the survey. If necessary, the contractor will send reminder emails to encourage participation.

**Expected ability to assess nonresponse bias using existing information.** The contractor does not anticipate any nonresponse bias based on existing information and the sample size.

**Methods used to maintain customer privacy.** Responses will be anonymous and the instrument does not request personally identifiable information. The introductory text for the survey will explain this for respondents. Respondents will reply to the surveys using a common survey link, so it will not be possible to identify respondents unless they self-identify in the open-ended comments. Since we use the same link for everyone, we assume the possibility of duplicate responses from the same person. However, we do not anticipate duplicate responses.

#### **D. Annual Response Burden Estimate**

The following table provides information about the annual response burden estimated for these consumer feedback surveys.

<b>Respondent</b>	<b>Number of Respondents<sup>1</sup></b>	<b>Number of Responses/ Respondent<sup>2</sup></b>	<b>Hours/ Response in Minutes<sup>3</sup></b>	<b>Annual Burden Hours</b>	<b>Hourly Wage<sup>4</sup></b>	<b>Annual Cost (\$)</b>
SAMHSA Customer Feedback Survey	600	1	0.08	48	\$28.79	1,382

<sup>1</sup>The number of respondents has been estimated using response rates from past surveys. We estimate the response rate to be 7.7 percent.

<sup>2</sup> For the purposes of estimating annual cost, the contractor assumes that subscribers will complete each survey only once.

<sup>3</sup> The average burden per response was estimated based on independent review of the surveys by contractor staff.

<sup>4</sup> Contractor staff reviewed 2013 average salary estimates of occupations from the U.S. Department of Labor's Bureau of Labor Statistics, at [http://www.bls.gov/oes/current/oes\\_nat.htm](http://www.bls.gov/oes/current/oes_nat.htm), to calculate the mean hourly wage estimates. The mean hourly wage is estimated at \$28.79 for respondents based on a mean yearly salary of \$59,921.

#### **E. Methods Used To Develop and Test the Survey**

The contractor prepared the online survey. The contractor circulated several draft versions that were critiqued by the contractor's management team and other staff for appropriate content and clarity of the survey.

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**G. Project Statistician and Data Collection Entity**

The contractor will collect and compile data using a web-based survey. The use of compiled and analyzed results is at the sole discretion of OC.

## **List of Attachments**

Attachment 1: SAMHSA Customer Feedback Survey