

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1026)

TITLE OF INFORMATION COLLECTION: CDC Influenza Partner Activity Web Page Evaluation

PURPOSE:

The CDC/NCIRD/Influenza Vaccination Communication Team maintains a *Resources for Flu Prevention Partners* webpage as a resource for CDC partners. These pages were developed to provide a place for users to post and promote their flu vaccination efforts, such as flu vaccination events or distribution of flu vaccination promotion resources and to provide a central location for users to see what other organizations/groups have planned. Additionally, users can enter their own events into the website (<http://www.cdc.gov/flu/partners/partners-form.htm>) and see other events posted (<http://www.cdc.gov/flu/partners/events.htm>). For those seeking additional information about flu updates, there is a “subscribe to flu updates” page (<http://www.cdc.gov/flu/partners/join-partners-form.htm>) which people can voluntarily subscribe to in order to receive weekly flu updates during influenza season such as key points, alerts, and latest flu surveillance information. These activities are authorized under the NCVIA at section 2102(a)(6) of the Public Health Service Act (42 U.S.C. 300aa-2(a)(6)).

Recently, the CDC/NCIRD/Influenza Vaccination Communication Team has noticed a decline in the partner activity submissions, mentioned above, for both seasonal and National Influenza Vaccination Week activities. CDC will conduct a survey via surveymonkey to evaluate users’ knowledge of the partner activity submission page, how it is being used, and how beneficial they find the web page. The survey will focus on partner perceived benefits to maintaining and/or disadvantages to discontinuing these web pages as well as feedback on potential new ways to engage and highlight CDC partner flu vaccination activities. An email blurb (Attachment A) that includes a link to the survey will be sent via CDC Flu Partner listserv and the National Adult and Immunization weekly email “Summit Buzz”. The Influenza Vaccination Communication Team maintains a voluntary listserv of partners that includes private and non-profit associations and organizations, clinician groups, as well as users who subscribe via the partner resource page as described above. This group of partners receives weekly email updates during the flu season regarding seasonal flu activity and key messages such as surveillance, which states are affected (FluView) and vaccine supply. The other listserv is comprised of the National Adult and Influenza Immunization Summit (NAIIS) group dedicated to addressing and resolving adult and influenza immunization issues. The NAIIS co-founder has agreed to send out a description (Attachment A) and link to the survey via their weekly email, the “Summit Buzz”.

The results of this survey will inform the influenza vaccination communication team as to whether this page should be modified to increase participation and thus continue to highlight flu vaccination activities, replace the webpage with new content or remove it entirely.

DESCRIPTION OF RESPONDENTS: Respondents include CDC’s flu vaccination campaign partners and Influenza Immunization Summit (NAIIS) subscribers. Both listservs include professionals from the healthcare industry, public health and private medical sectors, vaccine manufacturers and distributors, consumers, and others interested in adult and influenza immunizations. Feedback from these listservs ensure inclusion of a broad group of professionals.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group
- Customer Satisfaction Survey
- Small Discussion Group
- 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: Belinda Smith (ww06) _____

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

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

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 Respondent	No. of Respondents	Participation Time	Burden
Partners	1096	15/60	274
Totals	1096	15/60	274

FEDERAL COST: The estimated annual cost to the Federal government is \$0

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)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Partners that have subscribed voluntarily to 2 different listservs define the respondents. One listserv is comprised of the subscribers to the *Resources for Flu Prevention Partners* webpage. The other listserv is the partner NAIIS listserv. There are 1096 identified partners who will receive the email to participate in the 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

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Attachment A: CDC Influenza Partner Activity Web Page Evaluation Protocol, Email blurb and survey instrument

Attachment B: CDC Influenza Partner Activity Web Page Evaluation Screenshots_SurveyMonkey