

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1027)

TITLE OF INFORMATION COLLECTION:

User Insights for NCHHSTP Atlas Website and Tool Review- Interviews

PURPOSE:

The National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (NCHHSTP) seeks to evaluate its Atlas website and interactive tool to ensure we are meeting users’ needs and expectations. The Atlas is an interactive tool of HIV/AIDS, Hepatitis, STD, and Tuberculosis (TB) data that allows users to create custom maps, charts, and detailed reports about disease patterns and trends (www.cdc.gov/NCHHSTP/Atlas). The tool was launched in 2012 to better disseminate the Center’s surveillance data in a query-able, user-friendly format.

Gathering opinions, perceptions, preferences, and motivations from Atlas users helps inform our content, products, and interactive data capabilities offered and developed for health information surveillance and reporting.

The evaluation seeks to answer the following questions:

- What is the professional profile of NCHHSTP Atlas users?
- What features and components of the Atlas interactive tool do users engage with most?
- What are users’ motivations for coming to the Atlas and interactive tool?
- Are Atlas users’ satisfied with the tool’s interface and capabilities?
- How do users engage with the Atlas interactive tool?

NCHHSTP collects metrics about the Atlas web page and downloads, but an evaluation of the tool is needed to more precisely understand who Atlas users are, and how we can improve the system to better meet their needs. Interviews will provide a deeper understanding of how and why Atlas users interact with the Website and tool, which contribute to tool’s long-term planning, maintenance and enhancements.

DESCRIPTION OF RESPONDENTS:

Users and potential respondents of the interview include state and local health departments, health care providers, and prevention partners in HIV, STD, viral hepatitis, and TB. The Atlas is also used by researchers, policymakers, the general public, and internal staff in HHS, CDC, and other government agencies. This evaluation entails one-on-one interviews of individuals from various public health sectors that may have used and/or currently use the Atlas.

TYPE OF COLLECTION: (Check one)

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

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.

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [] No

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	5	30 minutes	2.5 hours
State, local, or tribal governments	12	30 minutes	6 hours
Private Sector	13	30 minutes	6.5 hours
Totals	30		15 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$1,516.24
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)? 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?

Interview respondents will be selected from the demographic groups listed above in the “Description of Respondents” Section. They will come from multiple sources such as partner organizations, academic colleagues, community-based organizations, and state or local health departments who are known to the contractor who may have accessed Atlas as part of their work. We will also select identified partners from the National Prevention Information Network (NPIN) community and may ask for referrals (snowball samples) from other interviewees.

The NPIN community is a group of individuals who have opted into receiving updates from NCHHSTP, including information about the Atlas website.

We will choose individuals that will provide an adequate variation in disease topics and will select up to 30 individuals.

The interviews will be administered over the telephone and ReadyTalk, an audio and Web conferencing service, to enable viewing of the Atlas site and interactive tool as the interview is conducted. The ReadyTalk session will be recorded, which will be deleted at the completion of the study.

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