

**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-Online Survey

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. Surveys will provide a broader understanding of who our users are, as well as how and why they interact with the Website and tool, which contributes to the tool’s long-term planning, maintenance, and enhancements.

DESCRIPTION OF RESPONDENTS:

Users and potential respondents of the survey 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 online surveys targeting individuals from various public health sectors that have used and/or currently use NCHHSTP Atlas.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" 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 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.

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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
Atlas website users	250	10 minutes	42 hours
Totals	250		42 hours

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

Respondents will be selected from the demographic groups listed above in the “Description of Respondents” section. Because we are interested in soliciting feedback from public health professionals who work with data surrounding HIV, STD, TB, and Hepatitis, the survey will be distributed on the National Prevention Information Network (NPIN) community and through relevant NCHHSTP Twitter accounts.

The NPIN community is a group of individuals who have opted into receiving updates from NCHHSTP, including information about the Atlas website. Examples of such groups in NPIN are HIV/AIDS Surveillance coordinators and STD program managers.

Multiple NCHHSTP Twitter accounts have promoted and raised awareness about the Atlas tool. We will distribute the survey through multiple Twitter accounts—CDC TB, CDC HIV/AIDS, CDC HEPATITS, and CDC STD—combined, they have more than 80,000 followers. We will use a phased promotion approach to gather the number of responses we need. The survey will be promoted on one Twitter account at a time, followed by the next account until we have reached a maximum of 250 responses.

The survey will be administered through KeySurvey.com using an existing account from the contractor, Danya International.

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