

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 0920-1027) Exp.
8/31/2017**

TITLE OF INFORMATION COLLECTION: National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention (NCHHSTP) Usability Study

PURPOSE:

The National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (NCHHSTP) is in the process of redesigning its website and the way the information is currently organized. The new design will include an updated organizational structure and a new look and feel. In addition, the updated website will have a new layout to help organize content in a way that is easy for users to understand. The new design will also be “responsive” in that the website will be optimized for the various types of devices that users may operate when visiting the website, including smartphones and tablets.

Mobile devices are a growing arena to engage people on health topics. NCHHSTP recognizes that its audiences may use mobile devices to search for information related to HIV/AIDS, Viral Hepatitis, STDs, and TB Prevention and are working to create a newly redesigned website that could help CDC reach its educational and other goals. It is NCHHSTP’s hope that the redesigned website will help to increase overall knowledge and interest in sexual health, science, research, health disparities, and awareness campaigns related to the areas of HIV/AIDS, Viral Hepatitis, STDs and TB Prevention, and to provide necessary resources for its primary audiences – public health professionals, researchers, the general public, students, and others.

NCHHSTP recognizes that it serves many different users with different roles, and that these users are looking for different types of information. Therefore, the organization of the website must work for many different audiences. To that end, NCHHSTP would like to conduct a usability study to gather feedback from these audiences. The first part of the study will evaluate the new organizational structure for the NCHHSTP website by asking users to provide feedback on the new categories and topics. The second portion of the study will ask users to provide feedback on the newly redesigned NCHHSTP homepage and offer recommendations for improvement.

The NCHHSTP usability study will be promoted via email, social media, and through website features. Users will receive an email inviting them to participate and to provide feedback on NCHHSTP’s website or may see the invitation on social media channels or on the NCHHSTP website, itself. The invitation will ask users to volunteer their time and to click on a link which will take users to a webpage where they can complete the study. The information collected from users will help ensure that visitors have an effective and satisfying experience with the newly redesigned NCHHSTP website. This feedback will provide insights into users’ perceptions, experiences and expectations of the website. These collections will allow for ongoing, collaborative and actionable communications between the Agency and the users of its website.

The survey (**Attachment 1**), consists of 30 of questions related to the NCHHSTP website and is estimated to take 30 minutes to complete electronically.

DESCRIPTION OF RESPONDENTS:

This is a voluntary survey. We expect to survey up to 200 users that generally fall into the following groups: individuals interested in public health, public health professionals, healthcare providers, scientists, researchers, students, educators, and congressional liaisons. We do not expect any small businesses as respondents.

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: Nancy Bryant_____

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
General Users, Public Health Professionals, Healthcare Providers, Scientists, Researchers, Students, Educator, Congressional Liaisons	200	30	100 hours

Totals	200		100 Hours
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FEDERAL COST: The estimated annual cost to the Federal government is
\$7,200

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?

Invitations will be sent via email to users who have subscribed to receive email updates on topics related to NCHHSTP. Participation is completely voluntary and may be completed by any user who chooses to click on the link within the email to complete the survey. In addition, invitations will be posted on social media channels, including Facebook and Twitter. Lastly, a link to the study may be posted as a feature on the current NCHHSTP website.

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