

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

TITLE OF INFORMATION COLLECTION:

Customer Feedback on “Learn the Signs. Act Early.” Partner Webinars

PURPOSE:

Since 2004, CDC’s “Learn the Signs. Act Early.” (LTSAE) campaign (www.cdc.gov/actearly) promotes messages and materials that aim to increase parents’ awareness of healthy developmental milestones during early childhood, the importance of tracking each child’s development, and the importance of acting early if there are concerns.

Low-income families with young children are a priority audience of the campaign. A small budget prevents LTSAE from directly reaching this target audience with its messages and materials; therefore, LTSAE’s main dissemination strategy is through key partners with similar missions, who do directly reach low-income families. Key partners include but are not limited to: Special Supplemental Nutrition Program for Women, Infants and Children (WIC); Head Start; Early Head Start; Child Find; and Federally Qualified Health Centers. Webinars are an important outreach strategy for making employees within key partner groups aware of LTSAE and its messages and materials. Ideally, these webinars facilitate the organization’s dissemination and/or integration of LTSAE into their organizations and within their communities. Webinars are appealing because they are a low-cost way to reach hundreds of people who work for key partners across the United States.

The proposed online surveys will assess the ability of LTSAE to communicate to partners through webinars, focusing specifically on customer satisfaction of the webinar. A brief online survey will be conducted following the conclusion of each webinar to assess participants’ perceived utility of information provided in the webinars. A follow-up survey will be administered approximately 3 months post-webinar, gathering feedback on participants’ recollection of the webinar and additional needs they may have regarding LTSAE materials. Totals from these surveys will be automatically calculated based on the data participants entered, and we hope the results will provide us with insight into the long-term utility of the webinar.

DESCRIPTION OF RESPONDENTS:

LTSAE proposes to administer two online surveys to webinar participants. Participants could be either health care providers or administrative staff members who work for various partner organizations including, but not limited to, Special Supplemental Nutrition Program for Women, Infants and Children (WIC), Head Start, Early Head Start, Child Find, tribal grantees, and Federally Qualified Health Centers.

Surveys will be administered online, via Survey Monkey. Participants must provide an e-mail address in order to gain access to the webinar. Immediately following the webinar, a link to the survey will be embedded in an email to webinar participants, and another e-mail with a link to the survey will be sent at follow up, approximately 3 months post-webinar. Surveys will be administered once, and not all surveys will be completed by all potential respondents. The surveys will be deployed at different points during the year, each time LTSAE hosts a webinar.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form Customer Satisfaction Survey
 Usability Testing (e.g., Website or Software) Small Discussion Group
 Focus 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: Denise Levis, igc1@cdc.gov

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

Surveys will be emailed directly to webinar participants; no personally identifiable information will be collected. This is a targeted, pre-determined sample based on webinar participation; therefore there are no burden hours for screening. There is no cost to respondents other than their time. Each webinar participant will receive an initial survey following the conclusion of the webinar and a follow-up survey approximately 3 months post-webinar. LTSAE will conduct approximately 6 webinars each year, with an average of 100 participants per webinar (for a total of 600 participants over the year). It is estimated that each survey will take approximately 2 minutes to complete, for a total burden of 20 hours per survey.

Web Survey Participation

There are two online surveys. Three LTSAE staff completed the survey as if they were webinar participants in order to test how long they would take to complete. All staff members completed the surveys in less than two minutes, so we are rounding up in our estimate and calculating with an average completion time of two minutes for each survey..

Therefore, for the initial survey, the burden is calculated as:

$$600 \text{ participants} \times 2 \text{ minutes (Initial survey)} = 1200 \text{ minutes} / 60 \text{ minutes} = 20 \text{ hours}$$

For the follow-up survey (asked of all respondents from initial survey), the burden is calculated as:

$$600 \text{ participants} \times 2 \text{ minutes (follow-up survey)} = 1200 \text{ minutes} / 60 \text{ minutes} = 20 \text{ hours}$$

Therefore, the total estimated burden hours for the initial survey questions and the follow-up survey questions = **20 hours + 20 hours = 40 hours total burden for participants.**

Table 2: Respondent Burden

Respondent Type	Instrument	Number of Respondents	Number of Responses Per Respondent	Burden per Respondent	Burden
Webinar participants	Initial Webinar Survey	600	1	2/60	20
	Follow-up Webinar Survey	600	1	2/60	20
TOTAL					40

FEDERAL COST: The estimated annual cost to the Federal government is federal employee/contractor staff time. The approximately cost for all proposed surveys is \$1,380.

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?

LTSAE proposes to administer two online surveys to webinar participants. Participants could be either health care providers or administrative staff members who work for various partner organizations including, but not limited to, Special Supplemental Nutrition Program for Women, Infants and Children (WIC), Head Start, Early Head Start, Child Find, tribal grantees, and Federally Qualified Health Centers.

Surveys will be administered online, via Survey Monkey. Participants must provide an e-mail address in order to gain access to the webinar. Immediately following the webinar, a link to the survey will be embedded in an email to webinar participants, and another e-mail with a link to the survey will be sent at follow up, approximately 3 months post-webinar. Surveys will be administered once, and not all surveys will be completed by all potential respondents. The surveys will be deployed at different points during the year, each time LTSAE hosts a webinar.

The target population for this project will be all participants who attend a “Learn the Signs. Act Early.” webinar. We have been conducting these webinars for several years and expect that, on average, about 100 participants attend.

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 1: Initial Survey

Attachment 1a: Screen shots for Initial Survey

Attachment 2: Follow-Up Survey

Attachment 2a: Screen shots for Follow-Up Survey

Attachment 3: Recruitment E-mail

Attachment 4: LTSAE Webinar PowerPoint Slides