

Request for Approval under the “Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery (NIOSH)” (OMB Control Number: 0920-0940)

TITLE OF INFORMATION COLLECTION: Interviews with Restaurant Owners about Their Knowledge of and Attitudes toward Work-Related Musculoskeletal Disorders (MSD) Prevention

PURPOSE:

The Health Hazard Evaluation (HHE) program will conduct preliminary audience research that will be used to develop videos for Hispanic restaurant owners. Data will be gathered using in-person interviews with restaurant managers and owners. Interviews will cover participants’ knowledge of MSDs, attitudes toward workplace health and safety, potential opportunities for and barriers to prevention, and communication preferences.

Results of the evaluation will be used to create targeted videos about MSD prevention in Hispanic-owned restaurants. Research supports the importance of tailoring messages to their intended audience; understanding the audience’s knowledge, attitudes, current behaviors, and cultural preferences is critical to crafting successful messages [Hawkins et al 2008; Larkey and Hecht 2010; Noar 2006; Wolff et al 2010]. Research on MSD communication has found that different messages are more effective for different groups; a recent study of ergonomics knowledge and attitudes in the construction industry found that the MSD prevention messages that would resonate with workers (“you should protect yourself for your family”) were different than those that would resonate with contractors (“it will help workers be more productive”) [Boatman et al 2015]. Additionally, a survey of small business owners found that communication campaigns should primarily focus on highlighting the positive outcomes of a safe workplace, rather than workplace safety norms or efficacy to implement changes in the workplace, to increase intentions to create safer workplaces [Brosseau and Li 2005]. However, to date, no research has been conducted on Hispanic restaurant owners and their MSD knowledge and attitudes.

The HHE Program has been creating videos to provide information to the public about the program and general occupational safety and health information. We plan to use the information we gather in these interviews to create a tailored video or series of videos to inform Hispanic restaurant owners about MSD risk and prevention strategies.

DESCRIPTION OF RESPONDENTS: Respondents are restaurant owners or managers in the Ohio/Indiana/Kentucky region. This region was selected due to the information collection design (in-person interviews) and the location of the contractor conducting the interviews (Cincinnati).

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>Interview</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.

Name: Jennifer Tyrawski, PhD

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

Restaurant owners/managers who sign the consent form and complete the interview will receive a \$75 incentive. Our contractor typically provides \$150 incentive for interviews with business owners/professionals and has for other NIOSH research projects, including an interviews with construction professionals and emergency responders/safety professionals and focus groups with human resource professionals.

In addition to similar incentives being offered in previous comparable studies, our target population is considered hard-to-reach [Areán and Gallagher-Thompson 1996; Bonevski et al 2014]. Our contractor has noted reluctance among Hispanic populations to participate in recorded interviews for the government in the past, and research suggests this population has a general level of fear and distrust of research [Areán and Gallagher-Thompson 1996]. However, financial incentives can help overcome this recruitment barrier, as research suggests that financial incentives can increase interview participation in the general population [Groves et al 1999; Singer et al 1999] and that they are particularly important for recruiting hard-to-reach populations [Areán and Gallagher-Thompson 1996; Martinez-Ebers 1997; Umana-Taylor and Bamaca 2004].

BURDEN HOURS

Category of Respondent	No. of Respondents	No. of Responses per respondents	Aver. Burden per Response	Total Burden Hours
Restaurant owners/managers-screener and interview	34	1	63/60	36 hours
Restaurant owners/managers-screener only	176	1	3/60	9 hours
Totals	200			45 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$1160.28.

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?

A contractor has developed a list of 100 businesses in the Ohio/Indiana/Kentucky region to receive a recruiting notice by mail. The recruiting notice will be both in English and in Spanish. The recruiting tool will also be shared via sponsored social media posts, related industry groups and if necessary, classified advertisements in local media.

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

Recruiting Notice

The Voice of Your Customer, a marketing consulting firm in Cincinnati, Ohio, is recruiting restaurant owners/managers in the Greater Cincinnati Area to participate in a research project to document opinions and practices regarding employee health and safety at work. The National Institute for Occupational Safety and Health at the Centers for Disease Control and Prevention (CDC) plans to use this information to develop videos to help business owners prevent work-related injuries.

Restaurant owners/managers will be asked to participate in a 60-minute one-on-one discussion with one of our researchers in the next 30 days. Interviews will be held at a time and location that is convenient for the restaurant owner/manager.

Participants in this study will receive \$75. If you are a restaurant owner/manager in the Greater Cincinnati Area and you would like to be considered for this study, please complete our online registration form. Selected restaurant owners/managers will be contacted. For more information, contact us via email at info@thevoiceofyourcustomer.com or via telephone at 513.281.3228.

La Voz de su Cliente, una firma de consultoría de marketing en Cincinnati, Ohio, está reclutando a propietarios / gerentes de restaurantes en el área de Greater Cincinnati para participar en un proyecto de investigación para documentar opiniones y prácticas relacionadas con la salud y la seguridad de los empleados en el trabajo. El Instituto Nacional de Seguridad y Salud Ocupacional de los Centros para el Control y la Prevención de Enfermedades (CDC, por sus siglas en inglés) planea usar esta información para desarrollar videos para ayudar a los dueños de negocios a prevenir lesiones relacionadas con el trabajo.

A los propietarios / gerentes de restaurantes se les pedirá que participen en una discusión individual de 60 minutos con uno de nuestros investigadores en los próximos 30 días. Las entrevistas se llevará a cabo en un momento y lugar que es conveniente para el propietario / gerente del restaurante.

Los participantes en este estudio recibirán \$ 75. Si usted es dueño / gerente de un restaurante en el área de Greater Cincinnati y le gustaría ser considerado para este estudio, por favor complete nuestro formulario de inscripción en línea. Se contactará con propietarios / gerentes de restaurantes seleccionados. Para obtener más información, comuníquese con nosotros por correo electrónico a info@thevoiceofyourcustomer.com o por teléfono al 513.281.3228

References

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