

## **Interim Assessment of Messages for the Prescription Drug Overdose Prevention, Awareness, and Knowledge Building Campaign**

### **PURPOSE:**

There is an epidemic of prescription drug overdose (PDO) deaths in the United States. Between 1999 and 2014, more than 165,000 people died from prescription opioid overdoses. The increase in overdose deaths parallels sharp increases in opioid prescribing, use, and misuse. Although surveillance data suggest that no region of the United States is spared in this crisis, certain areas are more severely impacted than others. Overdose fatalities are particularly high in many rural areas and higher in certain states.

Centers for Disease Control and Prevention's National Center for Injury Prevention and Control has developed a public service campaign that strongly and clearly communicates the risks of prescription opioids (Att. E1 through E8. Campaign Materials). The PDO public service campaign will target a total of 15 counties in 7 states. The purpose of this data collection is to test the CDC's PDO Prevention campaign message materials for clarity, and persuasiveness to target audiences. This data collection will use an online survey to gather information to assess target audiences' reactions (e.g., understanding, perceptions of salience, appeal and persuasiveness) to the pilot campaign's messages/materials. Survey results will be used to refine and modify PDO campaign messages/materials. The data collection is not intended for program evaluation to assess the effectiveness/impact of the PDO campaign. The utility of the data collection is to test messages with target audiences to inform revisions to the PDO campaign to improve future implementation.

These data will enable CDC to improve PDO Prevention campaign message materials by ensuring quality and preventing waste in the dissemination of health information by CDC to the public.

### **DESCRIPTION OF RESPONDENTS:**

**Primary Audience:** Adults aged 25 to 54 years, who are already registered with an online panel provider and live in the following states: Ohio, Oregon, Rhode Island, West Virginia, Kentucky, Massachusetts, and New Mexico.

### **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

No questions will be asked that are of a personal or sensitive nature. Participants to the survey are already registered with an online panel provider. Information of participating panelists was previously collected by the online panel provider, and will not be included on the dataset submitted to CDC. The survey data will be de-identified, and the surveys will be combined into a summary report so that details of individual surveys cannot be linked to a specific, anonymous

participant. This submission has been reviewed by the NCIPC's Information Systems Security Officer, who has determined that the Privacy Act does not apply (Att C.)

**BURDEN HOURS**

<b>Category of Respondents</b>	<b>Form Name</b>	<b>No. of Respondents</b>	<b>Participation Time (Hours)</b>	<b>Burden (Hours)</b>
Adults 25-54 <u>unexposed</u> to campaign messages	Instrument PDO PCS (Att. A)	715	10/60	119
Adults 25-54 <u>exposed</u> to campaign messages	Instrument PDO PCS (Att. A)	715	20/60	238
<b>Totals</b>		<b>1430</b>		<b>357</b>

**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)?

Respondents to the survey are preregistered active participants of the online panel provider and will have signed a consent to participate. The online panel will handle fielding of the survey, as well as distributing the survey incentives (Att. A and B).