

Request for Approval under the “Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery” (OMB Control Number: 0920-0953)

TITLE OF INFORMATION COLLECTION: NIOSH Center for Motor Vehicle Safety: Needs Assessment and Audience Analysis

PURPOSE:

The Centers for Disease Control and Prevention (CDC), National Institute for Occupational Safety and Health (NIOSH) seeks approval from the Office of Management and Budget (OMB) to collect feedback from managers of employees and contractors who drive for work at small businesses. Obtaining feedback from this audience will help the NIOSH Center for Motor Vehicle Safety (CMVS) determine if its current communication products are useful to managers, and will support the development of new communication products to help managers and other relevant stakeholders communicate important motor vehicle safety information and recommendations, establish workplace motor vehicle safety programs, and enhance existing motor vehicle safety programs. This focus group discussion is being conducted by RTI International for the National Institute for Occupational Safety and Health (NIOSH).

It is important to note that millions of workers drive or ride in a motor vehicle as part of their jobs, and motor vehicle crashes are the first or second leading cause of death in every major industry group. From 2003-2014, there were more than 22,000 work-related deaths from crashes. In 2013 alone, motor vehicle crashes posed a \$25 billion cost to employers — \$68,000 per injury and \$671,000 per fatality. NIOSH, through its CMVS, is committed to reducing work-related fatalities and injuries on America’s roads, and ensuring workers make it home safe at the end of each workday. To do this, the CMVS conducts research and develops strategies to prevent-work related motor vehicle crashes and injuries. One of the Center’s strategic goals is to effectively communicate safety and policy recommendations.

As part of this goal, the Center is working to ensure that its current and future communication offerings support our stakeholders, namely those with limited resources. Large companies often have communication materials and other resources readily available to implement road safety programs for employees, while small employers (i.e., <100 employees) do not always have such resources. To address this issue, the CMVS seeks to learn more about managers’ awareness of and interest in work-related motor vehicle safety; attitudes, current behaviors, experiences, and beliefs as they relate to work-related motor vehicle safety and related programs; modality and format preferences for receiving information for their own use and to share with employees and contractors; and the demographic makeup of the employee and contractor population that drives for work.

Uncovering the abovementioned information through focus group discussions will allow the Center to ensure that current and future communication products are useful to managers of employees and contractors who drive for work.

Potential respondents will be contacted by phone, using the attached phone screener to determine interest in participating in a focus group discussion as well as the individual’s eligibility as it pertains to this study. Approximately 30 potential respondents will be contacted in order to identify 9 participants for a single focus group discussion.

The following materials will be presented to respondents who choose to participate in one of the focus groups:

- **Consent Form:** Participants will be asked to read and sign a consent form prior to participating in the focus group.
- **Brief Demographic Survey:** This brief, anonymous survey will help researchers understand the demographic makeup of the manager participant and his/her employee and contractor population that drives for work.
- **Moderator Guide:** Includes the moderator's instructions for participants as well as the questions respondents will be asked.

DESCRIPTION OF RESPONDENTS:

Respondents will be managers of employees and contractors who drive for work at small businesses (<100 employees). Specifically, we will seek to identify managers whose employees or contractors:

- Drive trucks as part of their job responsibilities
- Drive light vehicles as part of their job responsibilities (e.g., realtors, healthcare workers, sales representatives)
- Work in oil and gas extraction and drive as part of their job responsibilities
- Who are fire fighters, emergency medical services personnel, or law enforcement officers and drive as part of their job responsibilities

Feedback obtained from the focus group discussions will support the Center in developing communication products that are useful to managers in keeping their employees and contractors safe when operating a motor vehicle as part of their job responsibilities.

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: Sydney Webb, PhD

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, 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 [X] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [] No

A \$50 incentive will be provided to focus group participants. An incentive of this amount was suggested by our contractor, RTI International, to ensure we are able to secure focus group participation, especially since the study aims to glean insights from a narrow and difficult-to-reach population. Additionally, an incentive is a way to compensate respondents for taking an hour and half out of their day (and likely outside of their workday) to share their insights and experiences about motor vehicle safety. Because potential participants will not necessarily live or work near the focus group site, the incentive will also help offset the costs associated with respondents’ travel expenses and travel time (e.g., public transport, fuel, etc.).

BURDEN HOURS

Category of Respondent	No. of Respondents	No. Of Responses per Respondent	Avg. Burden per Response (in hours)	Total Burden in Hours
Managers of employees/contractors who drive trucks as part of their job responsibilities	9	1	2	18
Managers of employees/contractors who drive light vehicles as part of their job responsibilities	9	1	2	18
Managers of employees/contractors who work in oil and gas extraction and drive as part of their job responsibilities	9	1	2	18
Managers of fire fighters, emergency medical services personnel, and law enforcement officers who drive as part of their job responsibilities	9	1	2	18
Totals				72

FEDERAL COST: The estimated annual cost to the Federal government is \$1000.00 (personnel costs)

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 [X] 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?

NIOSH, working collaboratively with the contractor RTI International, will draw upon our professional networks and RTI's networks to identify managers of employees and contractors who drive for work at small businesses. We will also use available websites to identify potential respondents that meet the study criteria and are located in or near the geographic location of the focus group. If deemed appropriate and necessary, we will also use a Dun and Bradstreet list to identify potential respondents.

Once contact information is collected and collated, RTI will make phone calls to explain the purpose of the research, identify if the contact meets the study criteria, and determine if the individual is interested in participating in a focus group discussion. If agreeable, the individual will be given details about the focus group time and location.

It is important to note that participation will be completely voluntary and respondents have the right to not answer any question or withdraw from the focus group discussion at any time. No personally identifying information will be collected, nor will responses be attributed to particular individuals in the report. Further, audio-recordings to support notetaking and the development of the report will be destroyed at the end of the study. Reports will not include respondents' names or their employers' names, nor will reports be shared with employers.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[] Web-based or other forms of Social Media
[] Telephone
[x] In-person
[] Mail
[] Other, Explain

2. Will interviewers or facilitators be used? [X] Yes [] No