

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0923-0047)

TITLE OF INFORMATION COLLECTION: Carbon Monoxide ToxFAQs Before and After Testing

PURPOSE: The Agency for Toxic Substances and Disease Registry (ATSDR) is updating a series of popular ToxFAQs — fact sheets about a toxic chemical. Each new ToxFAQ will feature plain language edits and design updates, helping readers understand and use the information.

Following the established protocol (**Attachment A**), ATSDR is testing the before and after versions of the carbon monoxide ToxFAQ to evaluate whether participants rate the after version as easier to understand, more useful, and more attractive than the original version (**Attachment B**).

Specifically, ATSDR wants to learn:

1. Will exposure to the after version increase participants’ knowledge about carbon monoxide?
2. Which version will participants rate as easier to understand, more useful, and better designed?
3. After comparison, which version will participants rate more effective overall?

DESCRIPTION OF RESPONDENTS: On behalf of ATSDR CommunicateHealth will conduct an online survey with 250 total participants, using Qualtrics, a secure survey platform¹. IT security clearance for the use of the Qualtrics online survey has been granted by the NCEH Information System Security Officer (ISSO). Our desired participants are consumers who represent a mix of education levels, race/ethnicities, income levels, and geographic locations.

Specifically, participants will be recruited via email (**Attachment C**) and should represent consumers with a mix of the following characteristics:

- **Age:** Mixed, 18 and over
- **Gender:** Mixed
- **Race/Ethnicity:** Mixed
- **Education Level:** Mixed (At least one third of participants cite high school as the highest level of education completed)
- **Income:** Mixed (At least one half of participants cite an income of \$50,000 or less)
- **Geography:** Mixed

We will exclude from participation people who:

- Are under the age of 18
- Have participated in any research within the past 6 months
- Conduct market research or work in advertising or public relations
- Are unable to speak and read English well enough to complete the study

TYPE OF COLLECTION: (Check one)

Customer Comment Card/Complaint Form

Customer Satisfaction Survey

¹ <http://www.qualtrics.com/security-statement/>

Usability Testing (e.g., Website or Software)
 Focus Group

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.

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X Michelle Howard
10/27/15

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

Participants will:

- Be offered 50 Qualtrics rewards points (a small-non-monetary incentive) as a token of appreciation for their participation (**Attachment C**). Rewards points have been shown to lead to sufficient recruitment and retention for the tasks required to enable successful completion of the project.
- Be asked to consent and to review materials and answer questions in the 20-minute survey (**Attachment D [text] & E [online]**).

This small non-monetary incentive will:

- Be consistent with industry standards for quantitative data collection efforts.
- Be given by Qualtrics (not CommunicateHealth or ATSDR) to panel participants for each completed survey they take through Qualtrics.

- Accumulate for panel participants as they take additional surveys (unrelated to this study) through Qualtrics, eventually being redeemed for items such as gift cards and subscriptions (e.g., magazines).
- Be needed to receive a sufficient response rate, based on CommunicateHealth's and Qualtrics' previous experiences to ensure recruitment and retention for this hard-to-reach population (diverse, low income, and limited education) in similar studies.
- Be used by Qualtrics in order to conduct recruitment from their diverse national panel of participants.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Public Consumer	250	20/60	83
Totals	250		83

FEDERAL COST: The estimated annual cost for the federal employee managing this information collection is \$7,500; it will take less than 1 FTE(s) 75 of hours to develop this online survey. The estimated annual cost for the contractor assisting in the development of this information collection is \$12,500. The total annual cost to the Federal government is \$20,000.

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?

Recruitment: Participants will be recruited through a Qualtrics online survey panel using screening parameters based on participant characteristics, as mentioned above in Description of Respondents. Qualtrics will use their nationwide participant database to identify qualifying participants. Qualtrics does not contact participants to determine if participants qualify. Only qualifying participants will be contacted by Qualtrics.

Qualtrics will send an email invitation to qualifying participants, which will include a link to begin the survey and information about non-monetary reward points (See **Attachment C**).

Methods: ATSDR will conduct before and after testing via a modified randomized control trial (RCT), using the online survey platform Qualtrics.

Participants will be randomized into either the control or intervention arm. Control arm participants will review and answer questions about the before version of the carbon monoxide

ToxFAQ. Intervention arm participants will do the same for the after version of the carbon monoxide ToxFAQ. Participants will not be aware of which version they're reviewing. All participants will be asked to compare and evaluate side-by-side excerpts of the before and after versions.

The survey will take 20 minutes to complete (**Attachment D [text] & E [online]**). The results obtained from this feedback will be used internally for ATSDR program improvement and the results will not be published in a public report or presented at public meetings.

The survey will include:

- Consent
- Randomization to control or intervention
- Demographic questions
- Review full, 2 page ToxFAQ before version (control) or after version (intervention)
 - Knowledge questions about ToxFAQ
 - Questions adapted from the Consumer Information Rating Form (CIRF) developed by Krass et al. (2002) on comprehensibility, utility, and design quality
- Side-by-side comparison questions about excerpts from each version
- Thank you

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 A: ToxFAQs Before and After Testing Protocol
- Attachment B: ToxFAQs Before and After Fact Sheets
- Attachment C: ToxFAQs Before and After Testing Email Invitation
- Attachment D: ToxFAQs Before and After Testing Survey (text)
- Attachment E: ToxFAQs Before and After Testing Survey (online)