

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0668 ExpDate: 02/2019)

TITLE OF INFORMATION COLLECTION: Ethnographic market research – Expert in-depth interviews (IDIs) - Customer feedback

PURPOSE:

A critical priority for the National Institute of Allergy and Infectious Diseases (NIAID) Division of AIDS (DAIDS) is to halt the spread of HIV through the development of prevention strategies that are effective, safe, and desirable. This goal cannot be met without preventing HIV infections in young women and girls. Globally, HIV is the leading cause of death in reproductive age women. In South Africa, nearly 2000 young women aged 15-24 are infected by HIV every week. Over the past ten years, DAIDS has supported several large-scale trials of HIV prevention products for African women. However, the majority of these interventions have been ineffective in this population since women either did not use these products or used them inconsistently.

It is clear that the products developed thus far do not adequately address their needs and desires. Therefore, DAIDS is interested in learning more about the lives of young women at high risk of HIV acquisition -- including those factors that impact their decision-making in general and, more specifically, those that influence the types of HIV prevention products that they would value and use.

This customer satisfaction survey, through in-depth interviews (IDIs) with opinion leaders that work closely with young women in South Africa, will examine factors that influence the perceptions and needs of this target group. The information collected will enable DAIDS to develop better strategies for improving HIV prevention outreach to better meet the needs of the target consumers, specifically young women and girls in Africa.

DESCRIPTION OF RESPONDENTS:

Participants are academic experts (3), decision makers within NGO’s (Non Profit Organisations) dealing with the identified target young, low income women (3) and social workers (5).

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>In-depth 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: James Cummins PSP/DAIDS/NIAID/NIH

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 N/A
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

Incentives:

Academic experts: ZAR972 (\$75)

Decision-makers within NGOs (Non-profit organisations): ZAR550 (\$38.38)

Social workers: ZAR550 (\$38.38)

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Academic Experts	3	1	90/60	5
Decision Makers NGO's (Non-profit organisations)	5	1	60/60	5
Social workers	3	1	60/60	3
Totals	11	11		13

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Academic Experts	5	\$40,509 per annum	\$102.91
Decision Makers NGO's (Non-profit organisations)	5	\$12,889 per annum	\$32.74
Social workers	3	\$10,709 per annum	\$16.32
Totals	13		\$151.97

*Source: payscale.com www.payscale.com/research/ZA/Job=Professor
www.payscale.com/research/ZA/Job=Program_Coordinator
www.payscale.com/research/ZA/Job=Social_Worker/Salary

Hours worked per year =1968
 Rand/Dollar rate used at R14.33 to the Dollar

FEDERAL COST: The estimated annual cost to the Federal government is \$21,892.

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Health Scientist Administrator	GS15/5	\$149,337/annual	2%		\$2,987
Deputy Program Director	GS15/10	\$161,900/annual	1%		\$1,619
Contractor Cost					\$17,286
Travel					
Other Cost					
Total					\$21,892

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?

The academic expert and decision-makers within NGO (non-profit organisations) participants have been identified from a list generated by referrals from individuals who are familiar with their work, as well as through searches on the internet, newspapers and social media. The CVs for academic experts have been sourced through these channels to ensure that they meet specific criteria of experts in the field of gender issues.

The social workers will be recruited by experienced recruiters by means of a recruitment questionnaire that provides a series of questions to find potential respondents and exclude individuals that do not meet the basic respondent criteria

We will recruit social workers that meet the certain criteria regarding years of experience, types of clients (i.e. young women), the sectors where the social worker is employed (i.e. NGO,

education, government) as well as the aspect of social work practiced (i.e. community social work, sexual health and education, school social work).

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.