

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1050)

TITLE OF INFORMATION COLLECTION: CDC Zika Website

PURPOSE:

The Zika website is a subsite of the main CDC website. The purpose of the Zika website is to provide 24 hour access to credible scientific information on the disease. It provides steps on how to prevent Zika disease and information specific to a variety of audiences such as the general consumer, healthcare providers, parents, clinicians, mosquito control companies etc... Zika is a growing concern within the USA, CDC want to ensure the information provided on the website is clear and user friendly and an effective communication channel.

The information collected from participants will help ensure that users of the website have an effective and satisfying experience while using the Zika website. This feedback will provide insights into our user’s perceptions, experiences and expectations of the Zika website. These collections will allow for ongoing, collaborative and actionable communications between the Agency and the website users. It will also allow feedback to contribute directly to the improvement of the website.

Sessions will be conducted August – October 2016 based on participant availability. Each session will last approximately 60 minutes, it will be conducted by a facilitator either in person or over the phone using skype. Participants will be asked a selection of tasks that match their background, with a maximum of 10-12 tasks per session. A participant can only participate once.

For more information on the protocol for administering the usability test, as well as the additional documentation provided please refer to Attachment A.

List of Attachments

- A-Protocol
- B-Consent Form
- C Instructions
- D-Participant Questionnaire
- E-Participant Scenarios Men
- F-Participant Scenarios Women
- G-Participant Scenarios_For specific Audiences
- H- Usability Test Plan/Notetaking Doc (facilitator copy)
- I-PRA Part2 Worksheet
- J-Fast track PRA submission short form

Each session will last approximately 60 minutes, it will be conducted by a facilitator either in person or over the phone using skype. A participant can only participate once.

DESCRIPTION OF RESPONDENTS:

This is a voluntary survey, participants will fall into the following groups:

- Health Professionals
- General Public

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form Customer Satisfaction Survey
 Usability Testing (e.g., Website or Software) Small Discussion Group
 Focus 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: Sharon McAleer

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) 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

CDC is not directly offering an incentive to participants for their participation. However, CDC plans to contract with a company to recruit participants. CDC hasn't specified remuneration; however, the contractor may remunerate in order to get a broad range of participants. If they do, CDC will not be directing them to do so.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden (Hours)
Teachers & School Administrators, Students, Public Health Professionals, and General Public	50	60 minutes	50

Totals	50	60	50
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FEDERAL COST: The estimated annual cost to the Federal government is __\$4264.72 __

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?

CDC plans to contract with a company to recruit participants. We have instructed the contracting company to identify

- 15 Healthcare providers,
- and 35 General consumers.

Of the 50 participants we plan to conduct 35 in person and 15 remotely over the phone.

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