

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

TITLE OF INFORMATION COLLECTION: Customer Feedback on CDC CVD Policy Platform

PURPOSE

Over 800,000 Americans die from cardiovascular disease (CVD) each year. Heart disease and stroke are the 1st and 5th leading causes of US deaths, respectively. Controlling CVD risk factors can reduce a person’s risk of heart attack or stroke by up to 80%. However, eliminating the burden of preventable CVD requires the creation of population-wide changes, helping population subgroups most affected, and ensuring that effective public health interventions are implemented across multiple sectors. State and local public health practitioners play a critical role in orchestrating this work. However, despite a glut of information in the published and gray literatures, there are very few resources that provide these professionals with accessible, actionable information about the identification, implementation and potential impact of CVD prevention and control policies. To fill this gap, the Applied Research Translation team within the Division for Heart Disease and Stroke Prevention has developed a series of methods and related products to identify evidence-based policy interventions, track implemented policies at the state level, explore effective case examples of policy implementation, and determine the impact of policy interventions. However, we are concerned whether our growing portfolio of work is meeting the needs of state and local public health practitioners and whether alternative methods would work better for sharing this information and supporting public health practitioners in achieving their long-term goals. CDC is requesting OMB approval to collect feedback to ensure the manner by which the Division is making its data and information accessible is meeting the needs of practitioners. The Division for Heart Disease and Stroke Prevention intends to use the results of this effort to improve the manner by which it engages public health practitioners and delivers information about the identification, implementation and potential impact of CVD prevention and control policies.

DESCRIPTION OF RESPONDENTS

Respondents to the Customer Interview (Attachment 1) will be public health practitioners, policy makers, and legal staff working in local, state, and tribal government. No personally identifiable information (PII) will be collected; however, if respondents provide PII, it will not be retained.

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>One-on-one interviews</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.

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Office of the Associate Director for Science

Project Team Lead – Erika Fulmer

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 [X] 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? [] Yes [X] No

BURDEN HOURS

The CDC project team will conduct 30-minute, semi-structured interviews with respondents. Teams will use convenience sampling methods to select subjects who are readily available and within close proximity.

Category of Respondent	No. of Respondents	Participation Time	Burden
Public health practitioners, policy makers, and legal staff at state, local, and tribal health departments	50	30 minutes	25
Totals			25 hours

FEDERAL COST

The project cost is associated with the CDC project team members responsible for conducting the interviews. These figures were estimated as the sum of the anticipated direct labor; fringe and burden on direct labor.

Project Staff Oversight	Annual Cost
CDC Cost: Health Scientist (3% of Time)	\$3,480.00
CDC Cost: Health Scientist (3% of Time)	\$3,480.00
CDC Cost: Health Scientist (3% of Time)	\$3,480.00
Total	\$10,440

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

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? [] Yes [x] No