

Mini Supporting Statement A

Smokefree 60+ Intercept Survey

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List of Attachments

- 1. Survey**
- 2. Question Skip Pattern**

Mini Supporting Statement A

A.1 Circumstances Making the Collection of Information Necessary

Section 410 of the Public Health Service Act (42 USC § 285) authorizes the collection of the information. The PHS Act authorizes National Cancer Institute (NCI) to establish and support programs for the detection, diagnosis, prevention and treatment of cancer; and to collect, identify, analyze and disseminate information on cancer research, diagnosis, prevention and treatment. The Tobacco Control Research Branch (TCRB) located in the Division of Cancer Control and Population Sciences (DCCPS), initiates, supports, and evaluates both basic behavioral research efforts and research that supports cancer interventions. TCRB's mission is to lead and collaborate on research, and to disseminate evidence-based findings to prevent, treat, and control tobacco use.

This fits under the scope of NCI's Generic Submission for Formative Research, Pretesting and Customer Satisfaction, Expiration Date 7/31/2019. This information is being collected solely to "determine the level of customer satisfaction with products helps NCI identify strategies for improving the accessibility of materials/programs, their user-friendliness, and their relevance to the needs of cancer patients and their families, health educators and interventionists, cancer advocates, cancer information specialists, and health care professionals. (SSA Section A1 pp.4) Approximately 58% of Americans age 65 or older reported using the Internet in 2015 (Perrin and Duggan 2015). Studies reveal that as older adults and baby boomers adopt use of the Internet, they seek and trust Web-based health information (Tennant 2015, Medlock 2015). In an effort to disseminate cancer control research to all populations, Smokefree 60+ was developed to reach people age 60 and older and provide tailored Web-based materials and resources to the proportion of this age group (8.5% of people age 65 and older) who are current smokers (CDC 2016).

Smokefree60+ follows the Public Health Service guideline recommendations and is free of commercial bias. It provides access to several existing resources at NCI and other Institutes within the National Institutes of Health (NIH) including: (1) information about how to reach an NCI Cancer Information Specialist either by telephone or through an Instant Messaging service; (2) access to tips for healthy aging on the website or through social media messages on the Smokefree.gov Facebook and Twitter platforms; (3) access to mobile cessation resources including a text messaging program and mobile applications; (4) access to evidence-based self-help guides for smoking cessation that can be downloaded or printed, and (5) use of an interactive Web-based guide for smoking cessation that is adapted from NCI's *Clear Horizons* evidence-based smoking cessation guide for adults age 50 and older.

Content for Smokefree60+ was developed to provide smokers age 60 or older with effective evidence-based resources to help them successfully quit smoking. It was adapted from NCI's *Clear Horizons* print cessation

guide. An evaluation of the print guide found that tailoring successfully helped individuals quit; 20% of *Clear Horizons* users reported quitting at 12 months, compared to 15% of those using the generic guide (Rimer 1994).

To our knowledge, this is the first website developed to help older adults quit smoking. The proposed project will examine the features and content that were designed for older smokers. Collecting information from users will allow us to assess the utility of this tool, improve design and functionality for the target audience, and identify gaps in content.

A.2 Purpose and Use of the Information Collection

The goal of the proposed online survey is to obtain customer feedback on the appeal and utility of Smokefree60+ website among a broad spectrum of users (e.g., smokers considering quitting, health professionals, recent quitters) and to explore the use of mobile and emerging technology cessation strategies among a higher smoking prevalence population (NCI 2016). Information collection consists of a web survey (Attachment 1) that will be completed by visitors to the Smokefree 60+ website. The survey data will be used by the TCRB, to fine-tune the appearance of the Smokefree60+ website and navigation to the website's most frequently accessed sections, as well as identify any additional information or features that may be appropriate to add.

The government will gain the ability to improve the delivery of online smoking cessation information to older adults through the results of this project.

Positive needs:

- Collecting data from the Smokefree 60+ website users will enable us to better understand how they are using the site and to further improve the design and navigation in response to their needs.
- User data will inform development of new targeted website features or development of additional targeted products within the Smokefree.gov line (e.g., text messaging program tailored to older adults).
- User data will identify whether expanding the website to include additional tobacco products or co-use of products needs to be discussed.

Negative consequences:

Without periodically collecting user data:

- We will not be able to adapt the website to our audience's needs.
- We will not be able to assess what improvements or new features are most desirable.
- We will not be able to assess whether information about other tobacco products or co-use of products is appropriate.
- We will not be able to understand how to better engage users and maintain strong user return rates.

A.3 Use of Information Technology to Reduce Burden

Online technology provides benefits traditional paper surveys do not: Information is captured in real-time, eliminating the need to mail in the survey or provide further information; a skip pattern is built in to the survey so participants are not exposed to non-relevant questions; and participants are able to take the survey from anywhere. Thus, we are able to reduce the burden on survey participants. The opportunity to participate in the survey will automatically pop-up during any session on Smokefree 60+ lasting 30 or more seconds. The user will have the opportunity to opt-in or opt-out of providing feedback at the end of their session. Once they leave the site, the survey will initiate for those who previously opted-in. All responses will be submitted electronically to leverage their recent visit to the website and to take advantage of the fact that they are already using technology to access the site, and will be able to easily recall their experience.

No PII will be collected.

A.4 Efforts to Identify Duplication

This information is unique to Smokefree+60 and is not found elsewhere.

A.5 Impact on Small Businesses or Other Small Entities

No small businesses or other small entities will be impacted.

A.6 Consequences of Collecting the Information Less Frequently

This is a one-time information collection.

A.7 Special Circumstances Relating to the Guidelines of 5 CFR 1320.5

This survey will be implemented in a manner that fully complies with 5 C.F.R. 1320.5.

A.8 Comments in Response to the Federal Register Notice and Efforts to Consult Outside Agency

N/A

A.9 Explanation of Any Payment of Gift to Respondents

Respondents will not receive payment or a gift for completing the survey.

A.10 Assurance of Confidentiality Provided to Respondents

All information will be kept private to the extent permitted by law. No PII will be collected.

A.11 Justification for Sensitive Questions

No sensitive questions are being asked. There may be questions that are perceived by others as sensitive such as race, ethnicity, age, education, and gender. Per the Generic SSA p. 5 "Other information that may be gathered on respondents regarding gender, age, socioeconomic level, race/ethnicity, and family medical history

provides a basis for evaluating whether the messages may be perceived differently by different segments of the audience. For example, selected age groups may find a particular brochure or message on cancer prevention more relevant than other age groups.” This information is collected for this purpose.

A.12.1 Estimated Annualized Burden Hours

The estimated annualized burden hours are 200. The total respondents will be 3,000. These respondents will take approximately 4 minutes to complete the survey.

A.12-1 Estimated Annualized Burden Hours

Instrument	Type of Respondent	Number of Respondents	Number of Responses per Respondent	Average Burden Per Response (in hours)	Total Annual Burden Hour
Survey	Site Visitors	3,000	1	4/60	200
Total		3,000	3,000		200

A.12-2 Annualized Cost to Respondents

The annualized cost to respondents is \$1,886. The median wage rate is \$9.43 based on research on older adults sponsored by AARP, http://www.aarp.org/content/dam/aarp/research/public_policy_institute/econ_sec/2013/sources-of-income-for-older-americans-2012-fs-AARP-ppi-econ-sec.pdf.

A.12-2 Annualized Cost to the Respondents

Type of Respondent	Total Annual Burden Hour	Average Burden Per Response (in hours)	Hourly Wage Rate	Respondent Cost
Site Visitors	200	4/60	\$9.43	\$1,886.00
Total	200			\$1,886.00

A.13 Estimate of Other Total Annual Cost Burden to Respondents or Record Keepers

There are no additional costs.

A.14 Annualized Cost to the Federal Government

The annual cost to the federal government is \$10,669. Federal personnel will oversee the development of the survey instrument and data analysis plan, connect the contractor to the appropriate teams for implementation, and

review reports. The contractor is responsible for drafting the survey instrument and data analysis plan, technical implementation of the survey instrument on the Smokefree 60+ website, daily maintenance and troubleshooting support when live, data analysis, and preparation of reports.

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					\$525
Program Director	GS13/5	\$105,000	0.5		\$525
Contractor Cost					\$10,144
Travel					\$0
Other Cost					\$0
Total					\$10,669

A.15 Explanation for Program Changes or Adjustments

N/A

A.16 Plans for Tabulation and Publication and Project Time Schedule

We plan to begin data collection in November 2016, and will collect data until 3,000 users have completed the survey. Data will be analyzed using t-tests, chi-square and simple frequencies. A report will be prepared based on the results.

A.17 Reason(s) Display of OMB Expiration Date is Inappropriate

We are not requesting an exemption to the display of the OMB Expiration date.

A.18 Exceptions to Certification for Paperwork Reduction Act Submissions

This survey will comply with the requirements in 5 CFR 1320.9.