

Registration for Behavioral Health Web Site and Resources

Supporting Statement

A. Justification

1. Circumstances of Information Collection

The Substance Abuse and Mental Health Services Administration (SAMHSA) is requesting OMB approval for an extension to the Behavioral Health Web Site and Resources data collection. This collection is approved under OMB No. 0930-0313, which expires on August 31, 2016. SAMHSA is tasked under 42 UCS § 290aa with developing and distributing materials for the prevention, treatment, and recovery from substance abuse and mental health disorders. To improve customer service and lessen the burden on the public to locate and obtain these materials, SAMHSA has developed a Web site that includes more than 1,400 free publications from SAMHSA and its component Agencies: the Center for Substance Abuse Treatment, the Center for Substance Abuse Prevention, the Center for Mental Health Services, the Center for Behavioral Health Statistics and Quality, and other SAMHSA partners, such as the Office of National Drug Control Policy. These products are available to the public for ordering and download. When a member of the public chooses to order hard-copy publications, it is necessary for SAMHSA to collect certain customer information in order to fulfill the request. To further lessen the burden on the public and provide the level of customer service that the public has come to expect from product Web sites, SAMHSA has developed a voluntary registration process for its publication Web site that allows customers to create accounts. Through these accounts, SAMHSA customers are able to access their order histories and save their shipping addresses. This reduces the burden on customers of having to re-identify materials they ordered in the past and to re-enter their shipping information each time they place an order with SAMHSA. During the Web site registration process, SAMHSA also asks customers to provide optional demographic information that helps SAMHSA evaluate the use and distribution of its publications and improve services to the public.

SAMHSA also collects the same voluntary information from its customers for its email update service, another dissemination vehicle for substance abuse and mental health information. Subscribing to the service is purely voluntary; the only mandatory submissions by the customer are an email address and the selection of one or more of 25 topic areas.

[TITLE 42 > CHAPTER 6A > SUBCHAPTER III-A > Part A > § 290aa](#). Substance Abuse and Mental Health Services Administration: The Secretary, acting through the Administrator, shall—(16) maintain a clearinghouse for substance abuse and mental

health information to assure the widespread dissemination of such information to States, political subdivisions, educational agencies and institutions, treatment providers, and the general public.

2. Purpose and Use of Information

As part of the Web site registration process, SAMHSA collects customer information such as name, mailing address, telephone number, and email address. SAMHSA also collects optional customer demographic information, such as organization affiliation, SAMHSA grantee identification information, and reasons for interest in behavioral health information. SAMHSA uses this information to conduct customer analyses that inform materials development, assist in forecasting inventory needs, and identify additional ways SAMHSA can improve customer service. All customer information related to registering for an account on the Web site is collected via a series of Web forms. SAMHSA places registration information into a Knowledge Management database. Customers can change, add, or delete their information at any time.

For the email update system, SAMHSA collects the same optional demographic information that is collected for the Web site, such as organization affiliation, SAMHSA grantee identification information, and reasons for interest in behavioral health information, to assess information needs and better target email messages to appropriate audiences. This helps SAMHSA not to overwhelm its subscribers with all of the Agency's news, which may not be relevant to a general audience. All customer information related to subscribing for email updates is collected via a Web form. SAMHSA places subscriber information in a database maintained by GovDelivery, a third-party vendor that serves multiple Federal agencies and the White House. Customers can change, add, or delete their information at any time.

There are no changes to the forms.

3. Use of Information Technology

SAMHSA collects all customer information for Web site registration via a series of Web forms on the samhsa.gov domain. Customers can submit the Web forms at their leisure, or call SAMHSA's toll-free Call Center and an information specialist will submit the forms on their behalf. SAMHSA is collecting all customer information electronically in order to reduce the burden on the respondent and streamline the data-capturing process.

SAMHSA collects all customer information for email update subscriptions electronically via a Web form that is completely voluntary and can be submitted at any time.

SAMHSA is capturing the information electronically, because the email update system is a Web-based system that disseminates content in a digital format only.

4. Efforts To Identify Duplication

Registering with the SAMHSA product Web site is a transactional process initiated by the customer; therefore, there are no existing datasets—public or private—that can be substituted for this information-collection process. Likewise, subscribing to receive SAMHSA’s email updates is a process initiated by the customer, and there are no existing datasets that can be substituted for this information-collection process. However, SAMHSA avoids duplication and unnecessary burden on customers who register both for an account on the product Web site and for email updates. SAMHSA integrated the email update subscription process into the Web site account registration process. Customers who register for an account on the product Web site are given the option of being enrolled automatically to receive SAMHSA email updates. Any optional questions answered by the customer during the Web site registration process are automatically mapped to the profile that is generated for the email update system, thereby reducing the collection of duplicate information.

5. Involvement of Small Entities

The collection of information has no impact on small businesses or small entities.

6. Consequences if Information Collected Less Frequently

Registrations for the SAMHSA product Web site and subscriptions for SAMHSA’s email updates are only submitted once, so they cannot be collected less frequently. Customers occasionally submit changes to registration information, for example, when their mailing address, email address, or organization affiliation changes.

7. Consistency With the Guidelines in 5 CFR 1320.5(d)(2)

No special circumstances occur in the information collection. Registration to either service is voluntary.

8. Consultation Outside the Agency

A notice soliciting public comment on the collection of this information was published in the Federal Register on June 21, 2016 (81 FR 40334). No comments were received.

9. Payment to Respondents

SAMHSA does not provide any payment or gift to respondents for submitting this information.

10. Assurance of Confidentiality

SAMHSA's privacy policy is that the data is kept private to the extent of the law. The product Web site, reads as follows:

You do not have to give us personal information to visit our Web site. If you choose to provide us with additional information about yourself through an email message, form, survey, etc., we will maintain only the information as long as needed to respond to your question or to fulfill the stated purpose of the communication. However, all communications addressed to SAMHSA or the SAMHSA Webmaster are maintained, as required by law, for historical purposes. These communications are archived on a monthly basis, but also are protected by the Privacy Act, which restricts our use of them yet permits certain disclosures.

SAMHSA does not disclose, give, sell, or transfer any personal information about our visitors unless required for law enforcement or statute.

This site is maintained by the U.S. Government. It is protected by various provisions of Title 18, U.S. Code. Violations of Title 18 are subject to criminal prosecution in Federal court. For site security purposes, and to ensure that this service remains available to all users, we employ software programs to monitor traffic in order to identify unauthorized attempts to upload or change information or otherwise cause damage. In the event of authorized law enforcement investigations, and pursuant to any required legal process, information from these sources may be used to help identify an individual.

Information originally collected in traditional paper systems can be submitted electronically (i.e., electronic commerce transactions and information updates about eligibility benefits). Electronically submitted information is maintained and destroyed pursuant to the Federal Records Act, and in some cases may be subject to the Privacy Act. If information that you submit is to be used in a Privacy Act system of records, there will be a Privacy Act Notice provided.

11. Questions of a Sensitive Nature

SAMHSA does not request information of a sensitive nature for this information collection.

12. Estimates of Annualized Hour Burden

SAMHSA estimates the burden of this information collection as follows:

Table 1. Estimated Annual Reporting Burden							
	No. of Respondent s	Annual Frequenc y per Response	Total Annual Response s	Hours per Response	Total Hour s	Hourl y Wage Cost	Total Hour Cost
Web Site Registration	38,605	1	38,605	0.033	1,286	\$25	\$32,138
Email Update Subscription s	21,138	1	21,138	0.017	359	\$25	\$8,984
Total	59,743	—	59,743	—	1,645	—	\$41,122

SAMHSA bases its estimated number of respondents for Web site registration on the average annual number of new registrations in 2011 and 2012. To determine the range of hours per response, SAMHSA sampled nine potential respondents and averaged their submission times.

SAMHSA bases its estimated number of respondents for email update subscriptions on the average annual number of new subscribers in 2011 and 2012. To determine the range for hours per response, SAMHSA sampled nine potential respondents and averaged their submission times.

13. Estimates of Annualized Cost Burden to Respondents

SAMHSA anticipates no additional cost burden to respondents or record keepers beyond that which results from its usual business or private practices. There are no capital costs, operating costs, or maintenance costs associated with this information collection.

14. Estimates of Annualized Cost to the Government

SAMHSA estimates that 96 contractor staff person hours per year are needed to maintain Web site registration records in the Knowledge Management database. SAMHSA estimates that 144 contractor staff person hours per year are needed to maintain the email update subscription records in the GovDelivery database. Using an hourly wage of \$64.23 per hour, SAMHSA estimates the total average annual contractor staff cost to be \$15,415.

SAMHSA estimates that the total annual federal government staff cost for monitoring the registration and data management processes is \$1,052.

The total estimated federal and contractor staff cost for this data collection is \$16,467.

SAMHSA does not anticipate any equipment maintenance costs.

15. Changes in Burden

There is no burden change.

16. Time Schedule, Publication and Analysis Plans

No comprehensive tabulation of the data is planned or anticipated.

17. Display of Expiration Date

SAMHSA will display the OMB approval date.

18. Exceptions to Certification Statement

SAMHSA is not requesting any exceptions.

B. Collections of Information Employing Statistical Methods.

No statistical methods are employed for this data collection.

List of Attachments

Attachment 1	Screen Shot of first Web Registration Form – Create Login
Attachment 2	Screen Shot of second Web Registration Form – Account Information
Attachment 3	Screen Shot of SAMHSA’s Email Subscription Web Form
Attachment 4	Data Collection Questions and Values