

**Request for Approval under the Generic Clearance “CDC I-Catalyst Program”
(OMB Control Number: 0920-1158)**

TITLE OF INFORMATION COLLECTION: TRAVELERS HEALTH – TRAVEL INDUSTRY

PURPOSE: All CDC Travelers’ Health (TH) content published to our website is in the public domain, and as such, any third party is able to copy and republish this content. In fact, some commercial travel health information and international health and safety update providers are already engaging in this activity. This can be seen as a way to amplify CDC’s messaging, as external information providers may have a larger audience than the CDC website, and may be able to reach audience members who would otherwise be unaware of CDC information. However, currently CDC has no way of ensuring that third party users are providing the most accurate and up-to-date information to their audience, because each one is responsible for copying and then maintaining CDC TH content. CDC also cannot know if the currently available content provided on our website is attractive to third party users as a resource to meet their customer needs. Further, CDC has no way of tracking the ultimate reach of messaging when and if provided to customers by a third party. We would like to clarify these knowledge gaps, as well as appeal to a wider variety of third party content providers; this may include travel planning and review sites and travel bloggers, which may reach a more diverse audience of travelers and clinicians. The Travelers Health team desire feedback from these stakeholders about how best to optimize CDC content for their customers, and mechanisms by which they would prefer to receive and engage with CDC content. We hope to gain insights into best practices for delivering timely, accurate information to third party users that can easily be distributed to the traveler and clinician audiences.

DESCRIPTION OF RESPONDENTS:

Populations and customers to be interviewed Private Sector - Business or other for-profits, include travel writers and bloggers; any individuals involved in developing and promoting travel-related website or apps; travel agents; and other groups in the international travel industry include specific stakeholder groups that are part of the travel planning and preparation process travelers currently use. These stakeholders may include: travel writers and bloggers; any individuals involved in developing and promoting travel-related website or apps; travel agents; and other groups in the international travel industry.

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.

Name: Juliana K. Cyril; Director -Office of Technology and Innovation – OADS CDC
 Team Lead – Robert Lash, NCEZID

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 [] No [X] N/A

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [] Yes [X] No

BURDEN HOURS

| Type of Respondents | Form Name | No. of Respondents | No. of Responses per Respondent | Avg. Burden per Response (in hrs.) | Total Burden (in hrs.) |
|--|-----------------|--------------------|---------------------------------|------------------------------------|------------------------|
| product developers, content and marketing managers, in the travel industry | Interview Guide | 50 | 1 | 30/60 | 25 |
| Total | | | | | 25 |