Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 0920-1009)

TITLE OF INFORMATION COLLECTION:
Webpages Usability Testing Customer Feedback. Division of Violence Prevention (DVP)

PURPOSE:
The National Center for Injury Prevention and Control   through the Division of Violence Prevention (DVP) funds various state and local awardees to implement and evaluate violence prevention programs. DVP created the violence prevention website to provide violence prevention professionals with the latest research, evidence based prevention strategies, data, and resources for preventing of violence in their communities. The website exists to build the capacity of violence prevention initiatives, and to allow for the development of prevention strategies that are research-informed/based. The primary target audience for the website includes CDC grantees, partners in state, local, and tribal government agencies, and violence prevention practitioners. The secondary audience includes public health practitioners and anyone interested in learning more about violence prevention.

The purpose of this request is to gather timely feedback from users of the violence prevention website to determine if the information architecture of the website allows users to easily find information. Feedback gathered, including satisfaction with delivery and content, will be used to improve the organization of the violence prevention webpages and determine any gaps in information.   The information collected will help identify areas of improvement without such data collection this information would be unknown. Participation in the usability testing will be voluntary. Users will provide feedback to CDC during remote usability testing sessions.

Information gathered will be used only internally for general service improvement and is not intended for release outside of the agency. Information gathered will not be used for the purpose of substantially informing influential policy decisions. Without these types of feedback, the Agency will not have timely information to adjust its services to meet customer needs.

DESCRIPTION OF RESPONDENTS:
Participation in the usability testing is voluntary. Participants for the usability testing will be selected from two lists: the DVP grantees list and the DVP partners list. The lists include local and state health departments, non-profit organizations, foundations, and educational institutions that have a focus on violence prevention.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [] Customer Satisfaction Survey
[X] 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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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: _____Karen Angel_____

To assist review, please provide answers to the following questions:

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

Privacy Act does not apply for this information collection request. Personal Private Information is not collected. All data will be reported in aggregate unlinked form. All procedures have been developed, in accordance with federal, state, and local guidelines, to ensure that the rights and privacy of respondents will be protected and maintained.

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 target respondents will be CDC grantees and partners in state, local, and tribal government agencies. This usability testing effort will draw from a list of DVP grantees and partners consisting of approximately 689 potential respondents. DVP staff will be responsible for identifying and inviting grantees and partners to participate in the usability testing effort (Att. 1). The respondents who accept the invitation will receive a link to the testing site and will be asked to complete tasks to determine their overall navigational experience.   Only those who accept the invitation (up to 80 participants) will be sent the testing link. Follow-up emails will be used if needed to obtain 80 respondents.

Prior to completing the tasks, respondents will be asked to respond to 8 questions related to their background and familiarity with websites and web-based tools. Each respondent will then be asked to complete 3 tasks related to the assets being tested. The user will be asked to find information about:

Sexual Violence Prevention Fast Facts
Child Abuse and Neglect Prevention Strategies
Dating Matters program
Youth Violence Prevention Fact Sheet

After completing each task, the respondent will be asked to respond to survey questions related to their experience as well as general satisfaction (Att. 2 and 3).

Category of Respondents	Form Name	No. of Respondents	Participation Time (hours)	Burden (hours)
DVP Grantees and Partners	Survey (Att. 2)	80	1	80
Totals		**80**		**80**

FEDERAL COST: The estimated annual cost to the Federal government is $1992.00

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?
    [X] Yes   [ ] No

If the answer is yes, please provide a description of both below (or attach the sampling plan).

DVP staff will be responsible for inviting grantees and partners to participate in the usability testing effort (Att. 1). The most appropriate potential users will be invited to participate in usability testing prior to launching usability testing efforts.

Administration of the Instrument
1. How will you collect the information? (Check all that apply)
        [X] Web-based or other forms of Social Media
        [ ] Telephone
        [ ] In-person
        [ ] Mail
        [ ] Other, Explain
Will interviewers or facilitators be used? [ ] Yes [X] No