

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

TITLE OF INFORMATION COLLECTION: VetoViolence Tools and Training Customer Satisfaction

PURPOSE:

The Centers for Disease Control and Prevention (CDC) created the VetoViolence website to provide violence prevention professionals with the latest trainings, resources, and tools for integrating research-based knowledge into the primary prevention of violence in their communities. The primary target audience for the website includes CDC grantees, partners in state, local, tribal government agencies, and violence prevention practitioners. The secondary audience includes public health practitioners and anyone interested in learning more about violence prevention.

CDC’s Division of Violence Prevention (DVP) will implement a customer satisfaction survey with registered and potential VetoViolence users to explore if VetoViolence’s applications (trainings and tools) provide users with a satisfactory experience and meet the needs of CDC’s services in the violence prevention field. Three tools were prioritized based on current metrics. One tool (ACEs Infographic) is a high performing tool that we wish to replicate user experience in future tool and training development. The other two (Success Stories and EvaluACTION) are underperforming tools that we wish to update and improve, and will use the information gathered from the customer satisfaction surveys to update and improve the tools in the next fiscal year. Users will be randomly assigned and directed to one of three tools: Success Stories, ACEs Infographic, and EvaluACTION. Participation in the customer satisfaction surveys is voluntary. Information collected from the customer satisfaction surveys will be used to improve the three tools and to develop future resources. The data will also inform dissemination and communication, and it will help CDC assess if the agency is providing appropriate information to the intended audience, while using the most innovative and engaging user design.

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 customer satisfaction surveys is voluntary. Users will provide feedback to CDC via Survey Monkey after reviewing their assigned tool or resource. Participants for the surveys will be selected from three lists: DVP grantees, DVP partners, and VetoViolence account holders. The lists include local and state health departments, non-profit organizations, foundations, and educational institutions with a focus on violence prevention.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group

- Customer Satisfaction Survey
- Small Discussion 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 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: _____ Karen Angel _____

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Privacy Act does not apply for this information collection request. Personally identifiable information (PII) is not collected. No questions will be asked that are of a personal or sensitive nature. Participants to the survey are already registered as DVP grantees, DVP partners, and VetoViolence account holders.

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
DVP grantees, DVP partners, and VetoViolence account holders- <i>assigned ACEs Infographic -- Participation letter</i>	689	3/60	35
DVP grantees, DVP partners, and VetoViolence account holders- <i>assigned ACEs Infographic -- Assigned email</i>	60	2/60	2
DVP grantees, DVP partners, and VetoViolence account holders- <i>Survey assigned ACEs Infographic,</i>	60	45/60	45

<i>assigned Success Stories or EvaluACTION</i>			
Totals			82

FEDERAL COST: The estimated annual cost to the Federal government is \$7,000.00

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?
 Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

These customer satisfaction surveys will draw from DVP grantees and partners who are registered user accounts on VetoViolence, as well as VetoViolence educational and non-profit users who have registered accounts on VetoViolence. Potential respondents will be invited via email (Att. 1) to review their assigned tool or resource, and then answer the customer satisfaction survey (Att. 2) with a total duration of 45 minutes, including the time it takes to review their assigned tool or resource and complete the survey. The respondents who accept the invitation will be asked to review one tool and answer questions about their experience and use. Instructions for accessing the tool and survey will be sent via email (Att. 3).

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain

2. Will interviewers or facilitators be used? Yes No