

ATSDR Communication Activities Survey (ACAS)

OMB Control No. 0923-NEW

New Information Collection Request

Supporting Statement – Part B

Collections of Information Employing Statistical Methods

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Part B. Collections of Information Employing Statistical Methods

B.1. Respondent Universe and Sampling Methods

1. Respondent Universe and Sampling Methods

The goal is to recruit a convenience sample of about 167 community members (e.g., general public, community leaders, faith-based leaders, business leaders, etc.) and agency stakeholders (e.g., state and local environmental health department employees, such as environmental health assessors, toxicologists, and agency officials), approximately 24-28 individuals at each of six to seven selected sites per year. These sites must have the potential for a harmful exposure to a population of at least 500 people. ATSDR will select the sites as they near the end of agency site activities. Based on these criteria of population size, chemical exposure, and timing of activities, these sites may not be geographically distributed across the nation at any given time; however, ATSDR will endeavor to select at least two sites per region if possible.

Recruitment will take place at public community meetings. Contractors will have a table set up at the entrance where they will hand out a fact sheet to the community meeting attendees (**Attachment D**) which explains what ATSDR does, and the purpose of ATSDR's site activities and the survey. At the end of the meeting there will be an announcement to ask interested community meeting attendees to sign in with the ATSDR contractors and take the survey in the manner they prefer – in-person at the meeting, online via a SurveyMonkey® link sent by email, or over the phone.

The mix of respondents will be approximately 75 percent community members (n=125 per year) and 25 percent agency stakeholders (n=42 per year). DCHI plans to include sites from each of the regions: eastern, central, and western. As collecting data from a sub-set of the entire universe of community meeting attendees at each site is feasible, a sampling strategy will not be employed.

Sites will be selected based upon the following criteria: a community meeting is held where the Agency for Toxic Substances and Disease Registry (ATSDR) released a site document within the past 6 months; there is an environmental hazard present at the site; and there are a large number of people potentially exposed to the hazard at the site. **Table B.1.1** shows the list of sites selected for the requested three-year Paperwork Reduction Act (PRA) clearance for the “ATSDR Communication Activities Survey (ACAS).”

Table B.1.1: List of Example ATSDR Sites where the ACAS may be conducted

Site Name/Location	Number of people with harmful exposures at each site (n)	Region
1. Former White-Rodgers/Batesville, AR	5,000	Central
2. Washington County Lead District - Furnace Creek Area/Caledonia, MO	1,180	Western
3. Pearce Creek Dredged Material Containment Area; Earleville Private Groundwater Well Quality/Earleville, MD	345	Eastern
4. Cabot Carbon/Gainesville, FL	250	Central
5. DSC McLouth Steel Gibraltar Plant/Gibraltar, MI	500	Central
6. H&H Burn Pit/Hanover, VA	250	Eastern
7. Baghurst drive site/Harleysville, PA	100	Eastern
8. Camp Lejeune/Jacksonville, NC	1,000,000	Central
9. Former Fenimore Landfill/Ledgewood, NJ	100	Eastern
10. Midlothian Area Air Quality Petition Response/Middlothian, TX	500	Central
11. Arkwood Superfund Site/Omaha, AR	125	Central
12. Orange Valley Regional Ground Water Contamination/Orange and West Orange, NJ	33,000	Eastern
13. Wurtsmith Air Force Base/Oscoda, MI	500	Central
14. Malden Court Community Orchard/Portland, OR	200	Western
15. Naval Air Warfare Center (NAWC) Warminster/Warminster, PA	40,300	Eastern
16. Posey County Exposure Investigation/Mt. Vernon, IN	60	Central
17. Dimock/Dimock, PA	40	Eastern
18. Lynden Township Groundwater/Lynden Township, MN	22	Central
19. Spring Valley Formerly Used Defense Site/Washington, DC	17	Eastern
20. Ore Knob Mine NPL Site/Ashe County, NC	16	Central

Table B.1.2: Potential Annual Respondent Universe

Entity	Potential Respondent	N
Community Members	General public, community leaders, faith-based leaders, business leaders	125
Agency Stakeholders	State and local environmental health department employees (Environmental Health Assessors, Toxicologists, and Agency officials)	42
Total Number of Potential Respondents		167

B.2. Procedures for the Collection of Information

The data collection tool is a short 28-question survey designed to answer several questions measuring a set of indicators that will be used to evaluate the effectiveness of ATSDR activities including respondent involvement, knowledge, satisfaction, observations, opinions, self-evaluation and ATSDR community engagement, interactions, and educational outreach efforts to inform communities.

The ACAS indicators below will measure ATSDR's effectiveness in the following areas, which are mapped to the following questions:

- respondent involvement with the site activities; (Question 1)
- how respondent received information from ATSDR and how they prefer to receive ATSDR information; (Questions 2)
- knowledge and understanding of site activities; (Questions 3-6)
- knowledge of how to reduce or prevent hazardous exposures at the site; (Questions 7-9)
- ATSDR contact information; (Question 10)
- observations and opinions of ATSDR site activities, including ATSDR's understanding of respondent health concerns and whether respondent thinks ATSDR gave the information they need to address their environmental-related health concerns; (Questions 11-12)
- observations and opinions of the community, and the community's ability to address environmental issues; (Question 13)
- self-evaluation questions on how the respondent feels at the time of taking the survey about his or her risk of exposure to possible environmental hazards at the site; (Question 14)
- demographic questions to understand the make-up of the community as an aid in tailoring messages and activities to the audience; (Questions 15-21)
- environmental concerns; and (Question 22)
- any additional feedback. (Question 23)

These indicators will help ATSDR ascertain the effectiveness and evaluate the differences and consistency of ATSDR activities delivery and respondent perceptions across sites and over time; determine how effectively ATSDR's site team engages community members; and discover how well ATSDR provides effective, clear and consistent communication and information on how to promote healthy and safe environments and prevent harmful exposures through the activities they implement in communities. The survey will help ATSDR understand whether their activities are helping the communities address environmental issues and how they may improve ATSDR's activities to make a greater impact within the communities they serve. The data will be collected only once after the public meeting, using the ACAS. This survey will be the baseline. Future administrations of the survey may be compared to this baseline.

Data will be collected via one half-hour survey administered to public community meeting attendees after the meeting has taken place in communities where agencies implement activities to address environmental issues. This is a post-only ATSDR/DCHI survey with the baseline embedded in the questions (survey questions establishes time before the community meeting and after the community meeting, as well as before ATSDR came into the community and after the agency came into the community). Eligible respondents include community members and state/local environmental public health (EPH) employees or officials at each of the six to seven annually selected sites. The goal is to recruit 24-28 participants at each site per year including community members (e.g., general public, community leaders, faith-based leaders, business leaders, etc.) and stakeholders (e.g., state and local environmental health department employees, environmental health assessors, toxicologists, and officials).

A post-only design where data is collected after the community meeting is held, takes out the need for and challenges related to retention of participants throughout the evaluation. Obtaining the information from a sub-set of the entire universe will allow DCHI to understand how to improve the impact of ATSDR's activities in addressing environmental issues in the communities they serve. The mix of respondents will be approximately n=125 community members per year (75%) and n=42 stakeholders per year (25%).

Contractors will have a table set up at the entrance where community meeting attendees will pick up the fact sheet which explains what ATSDR does, and the purpose of ATSDR presence and the survey (**Attachment C**). Recruitment will take place at the end of the meeting. At the end of the

public community meeting, there will be an announcement to ask all interested respondents to give their contact information on a sign-in sheet (**Attachment E1**), specify whether they are a community member or stakeholder, and if they prefer to take the survey in-person, online, or by phone. The information on the sign in sheet will only be used to recruit and contact ACAS participants and for no other purpose. Written consent will not be administered. The fact sheet, sign in sheet, and the first page of the ACAS will explain how respondents are asked to give voluntary consent. They will indicate they are 18 years of age or older and consent to participate in the survey by proceeding to answer questions on the survey.

ACAS will preferably be self-administered by hardcopy (**Attachment F1**), right after the public community meeting and then trained contractors will manually enter responses into SurveyMonkey® and Stata® statistical software. If this not a convenient time for the participant, the ACAS may be completed online via SurveyMonkey® link (**Attachment F2**), or by telephone (**Attachment F3**).

We estimate approximately 80 percent of respondents will choose the self-administered hardcopy ACAS (n=100 community members and n=34 agency stakeholders per year), 15 percent will choose the online ACAS (n=19 community members and n=6 agency stakeholders per year), and 5 percent will choose the telephone ACAS (n=6 community members and n=2 agency stakeholders per year).

The survey data collection tool was prepared by ATSDR staff. The data will be collected and maintained by ATSDR contractors. Trained contractors will recruit, obtain consent from respondents, and administer the survey once per respondent after each community meeting in-person, or send an email link for an online survey, or administer the survey over the phone. Data analysis of the survey findings and reporting including a draft document for internal and external dissemination will be conducted by contractors as well. Stata® statistical package will be used for managing, analyzing, and graphing data.

B.3. Methods to Maximize Response Rates and Deal with Nonresponse

Sites that usually have high participation rates at community meetings, or with medium to high involvement are part of the criteria for document selection. Sites with medium involvement have anywhere from 10-15 individuals of interest whereas a high involvement site would have a minimum of 16 individuals. This will improve response rates so that each site has 24-28 participants.

An email containing the link to take the survey (**Attachment G**) will be sent to those that would like to take the survey online. If the potential respondent does not take the online survey after receiving the initial email with the online survey link, they will subsequently receive an additional three reminder emails to take the survey (**Attachment H**), once every 2 weeks after the initial email. This will give the respondent a total of 8 weeks to take the survey. Trained contractors will attempt to contact potential respondents that prefer taking the survey over the phone, a total of four times as well. Interviewers will use the telephone script on the first page of the telephone ACAS (**Attachment F3**). If community members or state/local environmental health department employees or officials cannot be contacted to participate within a total of four attempts, for both online and telephone surveys, then that individual will be classified as having no information available.

In order to maximize response rates, around 200 community members and stakeholders will be approached each year to achieve a total of n=167 participants at 6 to 7 sites per year. Higher response rates will yield more reliable information; however, no scientific inferences will be made.

B.4. Test of Procedures or Methods to be Undertaken

A community meeting was held in July 2015, in Lockhart, SC, related to the Bennett Landfill fire in Chester, SC. Eight months after this community was held, trained ATSDR contractors pilot tested the ACAS data collection tool among 5 community meeting attendees. Feedback from this group was used to refine questions, ensure accuracy, and establish the estimated time required to complete the survey.

The **Introduction and Section 1** (three questions) takes an average of 5 minutes, **Section 2** (seven questions) takes 5 minutes, **Section 3** (two questions) takes less than an average of 5 minutes and **Section 4** (one question) takes less than 5 minutes, **Section 5** (one question) takes 5 minutes, **Section 6** (six questions) takes around 5 minutes to complete, and **Section 7** (two questions) took less than 5 minutes to complete. For the purposes of estimating burden hours, the upper limit of this range (i.e., 15 minutes) is used. In the pilot test for the survey introduction, the average time to complete was approximately 3 minutes.

B.5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Table B.5.1. Personnel Consulted on Statistical Design

Name	Title	Affiliation	Phone	Email
<i>FEDERAL AGENCY</i>				
Matt Sones, PhD	Lead Public Health Analyst	ATSDR	(770) 488-0731	zgi2@cdc.gov
J. Smith-George, MSW	Senior Program Management Officer	ATSDR	(770) 488-0719	bmf1@cdc.gov
Sima M. Rama, MPH	Public Health Analyst	Northrop Grumman Corporation	(404) 307-3320	sima.rama@ngc.com
Jill G. Hensley	Program Manager	Northrop Grumman Corporation	(240) 750-7202	jill.hensley@ngc.com

Table B.5.2. Personnel Responsible for Collection and Analysis of Information

Name	Title	Affiliation	Phone	Email
Richard A. Krop, PhD	Principal	Cadmus	(424) 291-7678	richard.krop@cadmusgroup.com
Rebecca Wright	Senior Health Writer	CommunicateHealth	(413) 582-0425	rebecca@communicatehealth.com
Sarah Pomerantz, MPH, CPH	Project Director	CommunicateHealth	(413) 387-1482	sarah@communicatehealth.com

List of Attachments

- A. Authorizing Legislation
 - A1. CERCLA Authorizing Legislation
 - A2. RCRA Authorizing Legislation
 - A3. SARA Authorizing Legislation
- B. 60-day Federal Register Notice
- C. Privacy Impact Assessment
- D. Community Meeting Fact Sheet
- E. Sign-In Sheet
 - E1. Sign-In Sheet Aid
- F. ATSDR Communication Activities Survey in 3 Modes
 - F1. Hardcopy ACAS
 - F2. Online ACAS
 - F3. Telephone ACAS
- G. Initial Email for Online Survey Link
- H. Reminder Emails for Online Survey
- I. Thank You Letter for Community Members
- J. Research Determination