

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 0990-0459)**

TITLE OF INFORMATION COLLECTION:

HHS/ASPA Opioids Strategic Communication Plan and Messaging

PURPOSE:

The purpose of this project is to gather information to help inform the development of materials to prevent and reduce prescription opioid misuse among young adults. To assist with this effort, we propose reaching out to young adults via focus groups and an online survey to assess their knowledge and attitudes towards prescription opioids, as well as their perceptions towards public health messages design to prevent prescription opioid misuse. The results of the research activities will shed light on how to strategically craft communication messages (on preventing prescription opioid misuse) that will influence a young adult audience, and will help identify the most promising communication channels to deliver these prevention messages. Currently, there is a lack of data and information on how to reach and influence young adults with prevention messages on prescription opioid misuse. This project is designed to help fill this gap.

DESCRIPTION OF RESPONDENTS:

Respondents for the survey and focus groups will be young adults, ages 18-25, from across the United States.

TYPE OF COLLECTION:

- | | |
|---|---|
| <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 checked="" type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: <u>Online survey</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: Rosanne Hoffman (Project manager’s name)

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

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

Gifts or Payments:

Is an incentive (e.g., money, reimbursement of expenses or token of appreciation) provided to participants? Yes No. If Yes, please describe the incentive and provide a justification for the amount.

The focus groups will be conducted online (telephone with internet access). The focus group participants will receive a \$25 incentive for their participation, which is a standard bare minimum amount based on recommendations from recruiters, for online focus groups with this population. The standard amount of compensation for in-person focus groups with this population is, on average \$100—which takes into account factors such as participants travel time and travel expenses. Although travel expenses are not typical for online focus groups, other unknown expenses and usual demands (e.g. time off work, child and dependent care, schedule conflicts) may occur which can be offset with the \$25 incentive. This age group, young adults ages 18-25, tends to have many demands on their time and competing interests, such as work, studies, activities, family responsibilities, and more, all of which will reduce their interest in participating in the study without proper incentive. When we have conducted studies with lower incentives than recommended by recruiters, we tend to have a high no-show rate and slower recruitment times. These factors extend the timing of the study and adds significant cost and time to the government. As such, the \$25 incentive is an effective means to help ensure a timely and cost-effective completion of the survey.

BURDEN HOURS

Category of Respondent	Form Name	No. of Respondents	Participation Time (in hours)	Burden
Focus group respondents – individuals, 18-25 years old	Appendix D: Moderator Guide	32	1	32
Survey respondents – individuals 18-25 years old	Appendix E: Feedback Survey	1068	25/60	445
Focus Group Pre-screen - individuals 18-25 years old	Appendix A: Focus Group Screener	32	2/60	1.06
Totals		1132		478.06

FEDERAL COST: The estimated annual cost to the federal government is \$128,750

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)?

The survey will use a non-probability sample, and does not have a detailed sampling plan. We do not expect to perform any high-level inferential or rigorous statistics using the survey data, and no generalizations will be made from the results. However, we do plan to administer the surveys in a manner to ensure that we gather data from respondents across the United States (see Table 1). The focus group participants will also come from across the United States, although no efforts will be made to intentionally recruit participants from particular regions (given the small sample size).

Table 1. Survey Sampling Plan

Region	State	Total sample state =18	Sample Size per region/State
Northeast	Maine		22
	Massachusetts		143
	New Hampshire		25
		3	190
Midwest	Iowa		40
	Minnesota		56
	Missouri		70
	Wisconsin		66
		4	232
South	Mississippi		46
	Oklahoma		49
	South Carolina		62
	Alabama		68
	Kentucky		69
	Louisiana		73
		6	368
West	Idaho		33
	New Mexico		44
	Nevada		57
	Oregon		71
	Utah		73
		5	278
Total		18	1068

Administration of the instrument

- How will you collect the information? (Check all that apply)
 - Web-based or other forms of social media.
 - Telephone.
 - In-person.
 - Mail.
 - Other, explain.
- Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions and scripts are submitted with the request.