

## **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1027)**

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**TITLE OF INFORMATION COLLECTION: “2018 NPIN Evaluation Web-Based Survey”**

### **PURPOSE:**

National Prevention Information Network (NPIN) is a service of the Centers for Disease Control and Prevention (CDC) that disseminates information on HIV/AIDS, viral hepatitis, other sexually transmitted diseases, and tuberculosis (TB). Information is available via the Web, phone, e-mail, and postal mail. NPIN offers a variety of tools and resources to support partner prevention efforts. One important resource is the NPIN Community, which allows partners to connect, share, and collaborate in meaningful conversations with other prevention partners; receive breaking news and the latest advancements in prevention strategies; and access information unique to the NPIN Community and CDC’s partners.

It has been several years since NPIN was last evaluated (2012). The landscape of health communication and health technology has changed considerably. Understanding how NPIN customers perceive and use the platform will enable us to improve it to better meet their needs.

The purpose of this effort is to evaluate awareness, perceptions, and utilization of NPIN services by gathering data from external customers (i.e. health department employees, community based organizations, and individual public health practitioners) to determine how to make NPIN a stronger service and platform for public health professionals.

The goals of this evaluation are to

1. Evaluate utilization, satisfaction and ways of improving existing services.
2. Determine failures, successes and areas of improvement.
3. Gauge future needs of internal and external NPIN customers.

NPIN currently collects no information on its customers. The web-based survey will provide quantitative descriptions and trends of opinions and utilization on all NPIN features, services, materials, and prevention resources from customers who interact regularly with the NPIN platform. This valuable feedback will contribute to NPIN’s long-term strategic goals and planning.

### **DESCRIPTION OF RESPONDENTS:**

Respondents will include state and local health department employees, health care providers, public health program professionals, researchers or academics, and private sector employees who work to prevent HIV, STD, Viral Hepatitis, and TB. The surveys will include organization leadership, management, and middle- and lower-level staff members. All participants are required to have experience with NPIN services.

Respondents are defined as:

1. Individuals, which consist of, public health professionals who work for health or public health organizations (e.g. health educators in a community based organization, physicians, nurses)

2. Private Sector, which consists of public health professionals who work for private companies (e.g. government contractors, corporate wellness groups)
3. State, local, or tribal government, which consist of staff who work in state, local, or tribal public health organizations or health departments (e.g. public health information officers, epidemiologists, health educators)

**TYPE OF COLLECTION:** (Check one)

- |   |  |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form         | <input checked="" 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 type="checkbox"/> 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.

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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, will any information that is collected be included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published?  Yes  No

**Gifts or Payments:**

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

After participants complete the survey we will provide them a token of appreciation for their time. We will provide a token of \$10 gift card to all participants. The amount is justified given their professional experience (typically at least 3 years' experience) and qualifications (typically a masters' degree or higher) and the burden of time for the web-based survey.

All tokens will be provided by electronic gift cards. An email address will be requested to send the electronic gift card, however, all emails will be collected and stored apart from survey data. After participants complete the survey, they will click on a link that will direct them to a location where they will put their email addresses. The email address will go to a different digital storage location apart from the survey data.

**BURDEN HOURS**

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
Screener	12,000	1 minute	200 hours
State, local, or tribal governments	90	30 minutes	45 hours
Individuals	15	30 minutes	7.5 hours
Private Sector	15	30 minutes	7.5 hours
<b>Totals</b>	<b>12,120</b>		<b>260 hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$ 22,800  
**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

Respondents will be selected primarily from NPIN’s current Granicus GovDelivery Email lists. Respondents will be selected from NPIN’s GovDelivery email list, which contains over 50,000 unique emails. GovDelivery is an email communication platform that NPIN uses to communicate with its public health professional network. Participants on NPIN’s GovDelivery email lists have previously self-opted in to receive emails periodically from NPIN. Participation in the survey will be solicited through a recruitment email that will be sent out to this email list. Participation is voluntary and participants will read and agree to a consent statement at the beginning of the survey. The screener component will ask a series of questions to qualify that participants meet the defined inclusion criteria. Up to four (4) reminder emails will be sent to participants who do not respond on the first request.

**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