

**Request for Approval under the “Generic Clearance for the Collection of  
Qualitative Feedback on FDA Service Delivery”  
(OMB Control Number: 0910-0697)**

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**A. TITLE OF INFORMATION COLLECTION:** CTP Exchange Lab Customer Satisfaction Survey

1. **PURPOSE:** The purpose of this survey is to collect customer feedback for the CTP Exchange Lab website <https://digitalmedia.hhs.gov/tobacco>, which is managed by the FDA Center for Tobacco Products (FDA/CTP). The survey will be implemented by FDA/CTP using SurveyMonkey, our survey software service. Participants will complete the survey online using their own device.

FDA/CTP is seeking feedback to improve the tobacco-related health education resources on its CTP Exchange Lab website, <https://digitalmedia.hhs.gov/tobacco>. The CTP Exchange Lab offers free digital and print tobacco education resources to state and local health officials, retailers, nonprofit organizations, and schools to support public outreach efforts. Print materials and digital images can be ordered or downloaded directly from the website; web content can also be syndicated for use on an organization’s own website. FDA/CTP seeks to better understand if the existing resources are meeting the educational needs of its stakeholders and what additional resources would be useful to these organizations.

We will collect customer feedback via two questions embedded at the bottom of the resource pages of the CTP Exchange Lab website. This survey will enable customers to provide feedback on the usefulness of CTP’s existing health education resources and make suggestions on what other resources would be helpful for their organization. Information collected through this embedded on-page survey will be used to identify strengths and weaknesses of current services and make improvements in service delivery based on customer feedback.

The information collection is voluntary, responses are anonymous with no PII collected, and the burden is low. The survey consists of two questions, one close-ended and one open-ended, which take an estimated 1 minute to complete. We do not plan to statistically analyze or disseminate the results.

2. **DESCRIPTION OF RESPONDENTS:** Respondents will consist of public health professionals, healthcare providers, educators in schools, tobacco retailers, and the general public who visit the website to obtain free tobacco-related health education resources for use by their organization. Survey participation will be optional, voluntary, and anonymous.

Website visitors will have the opportunity to provide their feedback via the on-page survey each time they visit any of the CTP Exchange Lab resource pages. The first “yes/no” question (“Is this resource useful for you?”) will be embedded at the bottom of the page, with the option of selecting “Next” to respond to the open-ended question (“What can we do to improve this resource?”). Website visitors can skip both questions if they wish.

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3. TYPE OF COLLECTION: (Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.)

- |  |  |
|--|--|
| <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: _____                            |

4. CERTIFICATION: Please read the certification carefully. If you incorrectly certify, OMB will return the generic as improperly submitted or it will be disapproved.

I certify the following to be true:

- a) The collection is voluntary.
- b) The collection is low-burden for respondents and low-cost for the Federal Government.
- c) The collection is non-controversial and does not raise issues of concern to other Federal Agencies.
- d) The results are not intended to be disseminated to the public.
- e) Information gathered will not be used for the purpose of substantially informing influential policy decisions.
- f) 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.

Contact Names: Sheila Walsh, Ted Hsieh

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

5. PERSONALLY IDENTIFIABLE INFORMATION (PII): Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

a) Is personally identifiable information (PII) collected?

Yes  No

b) If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974?

Yes  No

c) If Yes, has an up-to-date System of Records Notice (SORN) been published?

Yes  No

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6. GIFTS OR PAYMENT: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

Yes  No

BURDEN HOURS: Identify who you expect the respondents to be in terms of the following categories:

- (1) Individuals or Households;
- (2) Private Sector;
- (3) State, local, or tribal governments; or
- (4) Federal Government.

Only one type of respondent can be selected per row.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

7. BURDEN: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

Category of Respondent	Number of Respondents	Participation Time	Burden (rounded)
Individual Website Visitors	2,184	1 minute (.0167)	36

8. FEDERAL COST: The estimated annual cost to the Federal government is \$ 0

**B. STATISTICAL METHODS**

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

The FDA is not conducting a focus group, survey, or is not planning to employ statistical methods.

**The selection of your targeted respondents:** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

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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

All visitors to the CTP Exchange Lab website can respond to the embedded on-page survey questions if they wish. As such, there is no sampling plan; the whole population of website visitors will be eligible to respond to the survey.

HHS/FDA gathers statistics on the total number of page views and sessions for the CTP Exchange Lab website via Google Analytics. The number of potential respondents to the on-page survey is based on the number of page views. There are roughly 33,000-page views on the CTP Exchange Lab website each month. Based on participation rates for a similar customer satisfaction survey on the HHS.gov website, HHS/FDA expects a .55 percent response rate resulting in up to 182 respondents per month and up to 2,184 annually. Estimating that it takes roughly one minute to complete the on-page survey, we estimate a total burden of 36 hours annually.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

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

**REQUESTED APPROVAL DATE:** September 14, 2020

**NAME OF PRA ANALYST & PROGRAM CONTACT:**

**PRA Analyst:**            Ila S. Mizrachi  
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**FDA CENTER:      Center for Tobacco Products (FDA/CTP)**