

Mini Supporting Statement A

Alabama Safe Sleep Outreach Project

OMB# 0925-0701

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Note: This is a revision to a previously approved substudy.

Text highlighted in Yellow has been added or amended.

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Mini Supporting Statement A

A.1 Circumstances Making the Collection of Information Necessary

This is a request to **reinstate with change a** sub-study clearance under the general clearance for the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development (NICHD) Safe to Sleep® (STS) public education campaign in Alabama. Submissions for the STS campaign will be used to assess event attendees' understanding and the reach of STS campaign materials and messages; to gauge the effectiveness of campaign educational sessions and monitor and improve campaign activities conducted by mini-grantees in Alabama. These STS campaign activities help to promote campaign messages to professional and lay audiences, train individuals and health professionals on safe sleep practices and environments for infants, and teach ways to reduce the risk of Sudden Unexpected Infant Death (SUID), Sudden Infant Death Syndrome (SIDS) and other sleep related causes of infant death.

A.2 Purpose and Use of the Information Collection

The purpose of this information collection is to enhance the Alabama campaign activities and develop messages and materials salient to the audiences in Alabama so that we increase awareness and effect behavioral change related to safe infant sleep practices. **During fiscal year 2017, NICHD funded 25 grantees and reached 2,303 community members through Alabama Safe Sleep Outreach Project. Based on feedback from previous project participants, NICHD updated the project forms to enhance user comprehension and completion of forms. The updated forms were revised for inclusion of plain language, minimal or no use of jargon, and user-friendly formatting.**

Twenty-eight mini-grantees will collect information from community respondents who attend STS public education events. **Mini-grantees will complete an application to describe their proposed project scope, community benefit, and project budget (ex: project application); tracking of grant-funded activities (ex: activity tracking form); to ensure complete project records (ex: paperwork checklist), and to give permission to use their video/images on NICHD communications (ex: photo/video consent form). Respondents will be asked to complete a survey at each event to indicate their knowledge before their participation in an educational session and to indicate their knowledge after they have participated in the educational session (ex: before- and after-activity knowledge check); to give permission to use their video/images on NICHD communications (ex: photo/video consent form); to record their attendance and participation in an event (ex: sign-in sheet).**

Data collected by the STS campaign may be used in aggregate by a number of audiences, including STS campaign staff, NICHD leadership, STS campaign collaborators, Federal SUID/SIDS Workgroup members, SUID/SIDS stakeholders, clinical and maternal and child health professionals, parents and caretakers, and the general public. These audiences may use the collected information to: 1) develop new campaign materials, and/or training curricula; 2) monitor and improve campaign activities; 3) make decisions about current and future campaign activities; 4) inform current and future campaign activities; and 5)

inform strategies used to influence target audiences' practices and behaviors. The STS campaign staff and the NICHD leadership will be the primary users of the information. Most of the information collection for this audience will be for campaign assessments. The campaign assessment data will not be generalizable, but will be contextually based. The information will also be used internally to make decisions about implementation effectiveness and to improve campaign components or the campaign, in general. Community respondents may include clinical and maternal and child health professionals, parents and caretakers, and the general public. Respondents may include unregulated child care providers (i.e. babysitters) of ages ranging from children (ex: 10 years old) to grandparents (70+ years old). Community members under age 18 will not be asked to complete the video consent and sign in sheet.

Frequent reporting creates opportunities for campaign adjustments, which will help campaign staff to prevent shortcomings and quickly address concerns. This sub-study clearance will allow campaign staff to: 1) gather feedback on campaign activities expeditiously and effectively; 2) be better able to monitor and improve campaign implementation; 3) assess the utilization and behavioral practices of target audiences; and 4) assess the effectiveness of mini-grantees' outreach activities.

Information collection under this sub-study consists of:

- o any change in safe sleep knowledge, attitudes, and intent to practice safe sleep after a training session;
- o the number of mini-grantee outreach events held; and
- o mini-grantee's effectiveness during training sessions.

In summary, this sub-study for the generic clearance will be small in scale, designed to obtain results frequently and quickly to guide campaign development and implementation, inform campaign direction, and be used internally for campaign management purposes.

A.3 Use of Information Technology to Reduce Burden

Whenever possible, the NICHD uses advanced technology to collect and process data to reduce respondent burden and make data processing and reporting more timely and efficient. Campaign activities associated with these data collections are, however, designed to reach organizations and community members that may not have reliable access to computers and or fast-speed internet. While the NICHD STS campaign makes project forms available to mini-grantees in both electronic (downloadable) and hard-copy formats, they are only required to submit their collections in hard-copy format. Past mini-grantees have expressed to campaign staff that electronic transfer of data files is not practical because they may not have the necessary equipment (ex: scanner) or the sufficient bandwidth that is required to submit these data.

For these data collections, a privacy impact assessment has not been completed because the privacy act does not apply. This data collection excludes sensitive information and/or personally-identifiable information and data are not stored in a database. In this collection, the number of questions was held to the absolute minimum required for the intended use of the data.

A.4 Efforts to Identify Duplication

The NICHD STS campaign works closely with the STS campaign collaborators and other national partners. The collaborators and partners represent the federal, professional, and national leaders in the field of SUID/SIDS. The NICHD staff, collaborators and partners have reviewed other campaign data collections and have determined that the data needed in Alabama is unique.

A.5 Impact on Small Businesses or Other Small Entities

N/A

A.6 Consequences of Collecting the Information Less Frequently

This sub-study is intended to be an information collection from a single encounter with participants. A single methodology (e.g., survey) is planned to be administered once per project per specific respondent group. Any less frequent response would not yield useful data for campaign planning and management improvements.

A.7 Special Circumstances Relating to the Guidelines of 5 CFR 1320.5

This survey will be implemented in a manner that fully complies with 5 C.F.R. 1320.5.

A.8 Comments in Response to the Federal Register Notice and Efforts to Consult Outside Agency

N/A

A.9 Explanation of Any Payment of Gift to Respondents

There is extensive literature to support the use of incentives, primarily monetary incentives, as a supplement or complement to other efforts of persuasion to ensure recruitment of a representative sample, especially among not-yet-reached and minority populations.^{1,2,3} In studies for both commercial

¹ Yu S, Alper HE, Nguyen A-M, et al. The effectiveness of a monetary incentive offer on survey response rates and response completeness in a longitudinal study. *BMC Medical Research Methodology*. 2017;17:77. doi:10.1186/s12874-017-0353-1.

² Knoll M, Soller L, Ben-Shoshan M, et al. The use of incentives in vulnerable populations for a telephone survey: a randomized controlled trial. *BMC Research Notes*. 2012;5:572. doi:10.1186/1756-0500-5-572.

market research and social sciences, findings indicate that respondents who receive these tokens of appreciation provide valid input, and their inclusion makes for a more representative sample. It is standard practice in commercial market research to offer recruited respondents some form of remuneration for the time they spend engaged in a focus group, in-depth interview, and sometimes an online survey. Small amounts of money, a free meal or snack, remuneration for parking and/or transportation, and/or a raffle are most often used.

For this sub-study, mini-grantees have the option to offer a free meal or snack, and/or entry into a raffle as an incentive to increase event attendance. The recommended limit for meal or snack expenses, per session participant, is \$5 or less. When raffle prizes are offered, the mini-grantees are instructed to select prizewinners at random and to distribute no more than \$100 in raffled items per 15 to 20 event participants.

A.10 Assurance of Confidentiality Provided to Respondents

In keeping with human subjects research protections, the information collections conducted under this generic clearance will take steps to guarantee that all personally identifiable information (PII), and all data collected, are secure and private, to the extent permitted by law. PII will only be collected to the extent necessary. Data will be stored in locked filed cabinets, with limited staff access, at NICHD offices or approved and secure off-site storage sites. Respondents will be informed of security through explanatory text on the cover of forms and applications. In addition, respondents will be advised of the purpose of the information collection, the use of information collection, NICHD sponsorship, that their participation is voluntary, and that they may choose to discontinue or have their name and/or related information withdrawn at any time. Information will be presented in de-identified and aggregate form.

A.11 Justification for Sensitive Questions

This data collection will not include sensitive questions

³ Singer, E, and Cong, Y. 2013. "The Use and Effects of Incentives in Surveys." *Annals of the American Academy of Political and Social Science*, 645(1): 112-141.

A.12.1 Estimated Annualized Burden Hours

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Form Name	Type of Respondent	Number of Respondents	Number of Responses per Respondent	Average Burden Per Response (in hours)	Total Annual Burden Hour
A. Standard application	Safe Sleep Outreach Project Applicant	37	1	30/60	19
B. Activity Tracking Form	Safe Sleep Mini-grantee organization representative	28	1	30/60	14
F. Before- and After-Activity Knowledge Check	Community Members	2,579	2	3/60	258
Totals		2644	5223		291

* Anyone under age 18 will not be asked to complete this form

A.12-2 Annualized Cost to the Respondents

Type of Respondents	Total Annual Burden Hours	Hourly Respondent Wage Rate*	Respondent Cost
Community Members	258	\$14.51	\$3,744
Safe Sleep Mini-grantee organization representative	33	\$20.77	\$685
TOTAL	291		\$4,429

*Bureau of Labor Statistics: The wage rates were obtained from http://www.bls.gov/oes/current/oes_al.htm
Community Members, Occupation title "Healthcare Support Workers, All Other", occupation code 31-9099;

Safe Sleep Mini-grantee organization representative, Occupation title "Community and Social Service Occupations", occupation code 21-0000

A.13 Estimate of Other Total Annual Cost Burden to Respondents or Record Keepers

Expenses are not anticipated. Respondents will not need capital equipment, on-going recordkeeping operations, or services to complete the information collection.

A.14 Annualized Cost to the Federal Government

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
NICHD Safe to Sleep Program Staff/Project Oversight	GS-13-7	(\$113,755)	2%		\$2,275.10
Contractor Cost					
Contractor Staff (Program Manager)		\$160,290	5%		\$8,014.50
Other Cost					
Operational Costs for Data Collection Activities (e.g., printing, postage, equipment), non-labor					\$200
Total Annualized Cost to the Federal Government					\$10,489.60

A.15 Explanation for Program Changes or Adjustments

Based on feedback from previous project participants, NICHD updated the project forms to enhance user comprehension and increase completion of forms. Specifically, the forms were reviewed and revised for inclusion of plain language, removal of jargon (where possible), and user-friendly formatting. This year we also added a formal project application, to help with the review, scoring, and award process as well as to enhance project documentation, in general.

A.16 Plans for Tabulation and Publication and Project Time Schedule

The proposed sub-study may include quantitative summaries such as frequencies, cross tabulations, and measures of central tendency to yield descriptive reports of change in knowledge, attitudes, practices, and qualitative synopses to identify themes in recommendations for program improvement. This sub-study will not involve inferential statistical analyses and parametric tests. The findings gleaned from the sub-study are intended to be used by program staff to disseminate information about the Alabama

campaign, fine-tune STS campaign objectives and priorities for the NICHD, and improve campaign management and implementation in Alabama.

Results from information collections may be presented in reports, briefs, executive summaries, and presentations to the NICHD Offices and Branches, NIH, or HHS. Additionally, some information, depending on the content (e.g., updated STS campaign brochures and dissemination materials), may be released to the Alabama campaign collaborators and the public through website, email, or a newsletter. The respondents will be informed of the plans to release this information.

Project Timeline Schedule		
Action Item	2017 Schedule	2018 Schedule
Mini-Grant Orientation Meeting	December 08, 2017	December 7, 2018
Funds and Materials Distributed to Mini-Grantees	January 9, 2017	January 8, 2018
Funding Cycle Commences	January 9, 2017	January 8, 2018
Deadline to Submit Proposed Activity Dates to NICHD	February 20, 2017	February 20, 2018
Mini-Grantee Events	January 9, 2017 to August 4, 2017	January 8, 2017 to August 3, 2018
First Mini-Grant Technical Assistance Call **REQUIRED**	February 20, 2017	March 29, 2018
Second Mini-Grant Technical Assistance Call	April 25, 2017	May 24, 2018
Third Mini-Grant Technical Assistance Call	June 22, 2017	July 25, 2018
Grant Cycle Ends – Final Date for All Outreach Activities	July 31, 2017	July 31, 2018
Mini-Grant Recipients Closing Meeting **REQUIRED**	August 4, 2017	August 3, 2018
Materials Due to NICHD: Final Mini-Grant Report, Before-and-After Knowledge Check Forms, Tracking Forms, and Sign-In Sheets	August 4, 2017	August 3, 2018

A.17 Reason(s) Display of OMB Expiration Date is Inappropriate

We are not requesting an exemption to the display of the OMB Expiration date.

A.18 Exceptions to Certification for Paperwork Reduction Act Submissions

This survey will comply with the requirements in 5 CFR 1320.9.