

Mini Supporting Statement B

Alabama Safe Sleep Outreach Project

OMB# 0925-0701

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Collected data will not be processed beyond qualitative methods and descriptive summaries.

B.1 Respondent Universe and Sampling Methods

The respondent universe consists of an estimated 2644 individuals who have access to or used STS campaign materials, training workshops, or other campaign resources and services. It is difficult to define and anticipate the types of potential respondents, but there are two main categories of audiences for this outreach: (a) health care givers, faith leaders, sororities, and community workers who will be trained to talk to their community members about safe infant sleep practices and (b) and community members. Also, below are descriptions of the people who have and could represent the STS campaign's respondent universe in this sub-study clearance submission:

- Sudden and Unexpected Infant Death (SUID) and Sudden Infant Death Syndrome (SIDS) related professional organizations (est. 5% of respondent universe);
- Physicians, nurses, and other health care professionals (est. 30% of respondent universe);
- Maternal and child health professionals (est. 25% of respondent universe);
- Parents, grandparents and other caretakers; regulated and unregulated (i.e. babysitters) child care providers (est. 40% of respondent universe)

Based on past data collections with an average of 2,300 respondents, this sub-study clearance will require approximately 37 applicants, 28 outreach workers, plus 2579 community members, for a total of 2,644 respondents. The increased number of respondents accounts for additional project promotion and outreach activities that will be in place starting in 2018. The STS campaign will collect information for the purposes of campaign assessment, monitoring, and improvement or to support campaign activities.

The sampling method used will be convenience sampling. As such, the methods will not be used to generalize the information beyond the scope of the sample for this sub-study. Similarly, results will not be used to make statements representative of the respondent universe of the project. The methods, however, will ensure that the NICHD collects sufficient information to inform decisions about messages, materials, and overall campaign management and implementation. Additionally, statistical analysis will not be conducted beyond descriptive statistics.

B.2 Procedures for the Collection of Information

In keeping with convenience sampling methodologies, no additional stratification estimation procedures will be conducted. The STS campaign information collections will involve a project application, survey and 4 project reporting forms. For each STS information collection, NICHD will employ in-person survey forms. In-person survey forms will be administered before and after training sessions, conferences, etc., thereby increasing the chance that more surveys will be completed and returned by educational event participants. The funding application form will be completed one time, before the funding cycle begins, by an organizational representative. Based on the merit of their application, applicant organizations may become mini-grantee organizations. The sign-in form and photo-video consent form will be completed once, by educational event participants, at the beginning of each event. Project reporting forms will be completed once a year, by mini-grantee organizations, at the end of the grant cycle.

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

NICHD Safe to Sleep® Campaign staff will ensure that each study population has several opportunities to provide responses, in order to yield the highest possible response rate. This will help guarantee that NICHD is collecting sufficient data to make informed decisions about campaign messages, materials, and trainings. Several procedures have been proven effective in past collections to help maximize response rates, particularly for surveys:

- Potential respondents will be informed about the importance of these data collections and encouraged to participate through various announcements at each event.
- Trained staff will conduct all surveys and will encourage participants to complete surveys in their entirety.
- The initial requests for participation in a survey will come from an NICHD staff person, or a mini-grantee organization representative, during an STS campaign event.
- Trained staff will be available to answer questions about and ensure full understanding of all project forms, including surveys.

B.4 Test of Procedures or Methods to be Undertaken

Instruments similar to the Before-and-After Activity Knowledge Check form and activity tracker have been used in past data collections for this project and other campaign activities. Respondents for the assessment have given feedback on the forms and questions asked and based on their suggestions we made word choice and formatting improvements. To enhance comprehension and completion, the questions evolved into those listed on the instrument. We tested each form to assess completion times.

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

Statisticians will be employed in the development, design, conduct, and analysis of campaign data collections instruments, if/when appropriate. This statistical expertise will be available from NICHD statisticians or from contractors. Below are the names and telephone numbers of individuals consulted on statistical aspects of the design, as well as the names of the contractor(s), grantee(s)¹, or other person(s) who will actually collect and/or analyze the information for the agency.

- Twanna Campbell, Project Manager, Palladian Partners, Inc., 301-273-2834
- Amber Mosher, Project Manager, Palladian Partners, Inc., 301-273-2895
- Keris Raisanen, Senior Digital Analyst, Palladian Partners, Inc., 301-273-2853
- Amy Stratton, State Perinatal Program Director, Alabama Department of Public Health, 334-206-6403
- D'Tanja Brock, Executive Administrative Assistant to State Perinatal Program Director, Alabama Department of Public Health, 334-206-9405
- Emma Hazlewood, Grantee, Family Success Center of Etowah County, Inc., 256-547-6888 Ext. 107
- Carla Carson, Grantee, Zeta Phi Beta Sorority Inc. (Alpha Rho Zeta Stork's Nest), 334-462-8902
- Jan Justice, Grantee, Dallas County Family Resource Center, 334-874-7785
- Cheryl Davis, Grantee, The Gift of Life Foundation, 334-272-1820
- Beth Grisham, Grantee, Shoals Sav-A-Life, 256-740-0640

¹ Program grantees listed in this sub-study clearance submission will only collect and/or analyze agency information and data during fiscal year 2018.

- Betty Harper, Grantee, Zeta Phi Beta Sorority, Inc. (Tuskegee Stork's Nest - Alpha Xi Zeta Chapter), 334-727-1272
- Tammy Anderson, Grantee, Parents and Children Together (PACT), 256-355-7252
- Beverly Daniels, Grantee, New Beginning Ministries Women's Department, 334-300-0808
- Ann Lambert, Grantee, Auburn University, 334-844-4438
- June Murray, Grantee, The DCH Foundation, 205-759-7349
- Theresa Flint Rodgers, Grantee, Birmingham Black Nurses Association, Inc., 205-638-3022
- Denise Peele, Grantee, Mobile County Health Department (Alabama Baby Coalition), 251-694-5007
- Zack Rogers, Grantee, Cahaba Medical Care Foundation, 205-926-2992
- Baron Sandlin, Grantee, Anniston Piedmont Alumni Chapter of Kappa Alpha Psi, Inc., 256-235-1950
- Terri Mason, Grantee, Sav-a-Life, Mobile Inc., 251-472-4000
- Sandi Horsley, Grantee, Sav-A-Life of Tuscaloosa, Inc., 205-759-5433
- Trendle Samuel, Grantee, Black Warrior Community Action Team, 205-759-6166
- Melinda Fowles, Grantee, Northeast Alabama Community Development Corporation, 256-235-8018
- Rickey Green, Grantee, Birmingham Healthy Start Plus, Inc., 205-305-9293
- Amy George, Grantee, Hospital Foundation, Inc., 256-265-8077
- Nell Finley, Grantee, Child Care Resource Center, Inc., 334-749-8400
- Vadonna Williams, Grantee, Tuscaloosa Family Resource Center, Inc. dba Tuscaloosa's One Place, 205-462-1000
- Betsy Curlee, Grantee, Talladega Housing Authority dba FIRST Family Service Center, 256-362-7254
- Jill Everette, Grantee, March of Dimes AL Chapter NICU Family Support, 205-934-9582
- Lisa Maddox, Grantee, Child Abuse Prevention Services of Tuscaloosa, 205-758-1159
- Raunda Atkins, Grantee, Medical West Hospital Authority, 205-481-7180
- Jimmy Valrie, Grantee, Huntsville Alumni Chapter of Kappa Alpha Psi, Inc., 951-203-9214