

Mini Supporting Statement B

Kappa Safe Infant Sleep Community Engagement Project

OMB# 0925-0701, exp. Date 2/28/2021

June 27, 2018

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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 1,500 individuals who have access to or used Safe to Sleep[®] (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 providers, faith leaders, sorority members, fraternity members, and community workers who will be trained to talk to their community 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:

- Graduate and undergraduate members of Kappa Alpha Psi Fraternity
- Members of the of Kappa Alpha Psi Fraternity Silhouettes (wives and widows of Kappa members)
- Community members, including parents, grandparents and other caretakers; regulated and unregulated (i.e. babysitters) child care providers

This sub-study clearance will require approximately 72 applicants, 60 outreach workers, plus 1,500 community members, for a total of 1,632 respondents. 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, activity tracking form, and before- and after-activity knowledge checks. For the before- and after-activity knowledge check 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 project application form will be completed one time, by an organizational representative, before the funding cycle begins. 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 a Kappa Project 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), Kappa Alpha Psi Fraternity, Incorporated, 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
- Laura Foree, Project Director, Palladian Partners, Inc., 301-273-2855
- Keris Raisanen, Senior Digital Analyst, Palladian Partners, Inc., 301-273-2853
- Nathaniel Jordan II, National Planning Chairman, Kappa Alpha Psi, 614-515-0329
- Stacy Scott, Consultant for Kappa Alpha Psi, 614-334-1220
- Kappa Alpha Psi Fraternity, Inc., 215-228-7184