

Mini Supporting Statement B

Continuing Education Activity on Risk Reduction for Sudden Infant Death Syndrome (SIDS) and Other Sleep-Related Causes of Infant Death: Curriculum for Nurses

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 20,000 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 providers and (b) community service providers who will be educated by this CE Activity to talk to their patients about safe infant sleep practices. 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. 90% of respondent universe);
- Maternal and child health professionals (est. 5% of respondent universe);

This sub-study clearance will require approximately 20,000 respondents. The number of respondents accounts for 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 resources, such as the CE Activity.

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 employ online survey forms. In total, each participant will complete four brief surveys—two will gauge a participant's knowledge before and after completion of the CE Activity, one will measure satisfaction with the CE Activity, and one will gauge any changes in practice as a result of completing the CE Activity. Upon completion of the CE Activity, pre- and post-test, and the satisfaction survey, the participant will be eligible to receive 1.5 contact hours, accredited by the Maryland Nurses Association.

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 timely prompts during each CE Activity session, and via email for follow-up collections.
- Participation in the data collections offer eligibility for 1.5 contact hours, accredited by the Maryland Nurses Association.
- 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 pre- and post-CE Activity assessments have been used in past data collections for similar 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 instruments. 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
- Laura Foree, Project Manager, Palladian Partners, Inc., 301-273-2855
- Keris Raisanen, Senior Digital Analyst, Palladian Partners, Inc., 301-273-2853
- Maryland Nurses Association, 443-334-5110