

**Using Concept Mapping to Develop a Theory to Describe the Work of the  
National Domestic Violence Hotline- - Formative Data Collection**

OMB Information Collection Request

0970 - 0356

**Supporting Statement**

**Part A**

Submitted By:

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## A1. Necessity for the Data Collection

The Administration for Children and Families (ACF) at the U.S. Department of Health and Human Services (HHS) seeks approval through a Generic Clearance to engage in a formative data collection activity called concept mapping. The participants in the concept mapping activity will include researchers, practitioners, technical assistance providers, service providers, and potential participants throughout the field. The goal is to inform the Office of Planning Research and Evaluation (OPRE) on the development of performance measures to evaluate the National Domestic Violence Hotline.

### **Study Background**

The Violence Against Women Act (VAWA) of 1994 authorized the creation of the National Domestic Violence Hotline ([The Hotline](#)) a toll-free, 24-hour, national and confidential hotline that provides information and assistance to adult victims of intimate partner violence (IPV), family violence, domestic violence (DV) or dating violence, their family and household members, and others affected by relationship abuse as part of an effort to build healthy, supportive and safe communities. Funded by the Family Violence Prevention and Service Act (FVPSA) grants, the National Domestic Violence Hotline operates both The Hotline for adults and the youth -focused “loveisrespect” ([LIR](#)), responding to victims of domestic violence and their families and referring victims to community programs in response to the needs of persons affected by domestic violence.

ACF is conducting the National Domestic Violence Hotline Services Assessment Framework Based on Theory (SAF-T) project to inform ACF on the development of performance measures to evaluate The Hotline and LIR. The project is being carried out in multiple phases. The first phase focuses on developing a theoretical framework by conducting a literature review of behavior change theories, engaging an expert panel, and conducting a concept mapping project with stakeholders from a broad range of disciplines focused on the needs of survivors. This purpose of this generic clearance request is to conduct a concept mapping project with stakeholders to contribute to development of the theoretical framework.

Concept mapping is, “a structured process, focused on a topic or construct of interest, involving input from one or more participants that produces an interpretable pictorial view (concept map) of their ideas and concepts and how these are inter-related.”<sup>1</sup> In other words, it is a participatory qualitative research method that helps explain how a group views a topic or aspect of a topic through a visual display. Concept mapping includes sequential steps ranging from recruiting stakeholders to brainstorming concepts, sorting and rating concepts, analysis, and interpretation.

The concept mapping component of the SAF-T project will obtain The Hotline and LIR stakeholder input about concepts that should be included in the theoretical framework, and their connections to each other and to the broader framework. Stakeholders will include practitioners (IPV/DV service providers), public interest groups (IPV/DV policy advocates), hotline advocates (The Hotline/LIR staff), Funders (ACF and other federal staff) and contactors (users of The Hotline/LIR).

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<sup>1</sup> Trochim, W. M. (1989). An introduction to concept mapping for planning and evaluation. *Evaluation and Program Planning*, 12(1), 1-16.

## ***Legal or Administrative Requirements that Necessitate the Collection***

There are no legal or administrative requirements that necessitate the collection. ACF is undertaking the collection at the discretion of the agency.

## **A2. Purpose of Survey and Data Collection Procedures**

### ***Overview of Purpose and Approach***

The purpose of this data collection is to inform the development of a theoretical framework that reflects the needs and outcomes of those who contact The Hotline/LIR. This framework will be utilized to develop an approach for performance measurement and evaluation for The Hotline and LIR.

Concept mapping is well-suited to situations in which groups of stakeholders with different views on a subject work together to present, arrange and organize their theoretical concepts. Concept mapping uses a structured-facilitated approach, with specific steps guided by a trained facilitator to help the group articulate ideas. The core of concept mapping consists of eliciting concepts, sorting and ranking them, and applying multivariate statistical methods to analyze input from all of the participants. The product is an aggregate representation of the stakeholders' input. The method uses specialized computer software for the analysis and mapping findings.

For the SAF-T project, the concept mapping project will elicit input from key stakeholders on their perspectives on factors that enable The Hotline/LIR to empower and support those affected by IPV and relationship abuse. The concept mapping project has three goals: (1) elicit stakeholder perspectives regarding relevant theoretical constructs and an associated theoretical framework, (2) prioritize the constructs and explore the relative importance of aspects associated with ending abuse, increasing safety, and measurability, and (3) identify key indicators for a theoretically-based approach for evaluation and performance measurement.

### ***Study Design***

**Overview of the Study Design.** Stakeholders will participate in four phases of the concept mapping project. They will complete three online concept mapping data collection activities and one group webinar discussion. The four phases of the concept mapping project include:

- Phase 1 - Brainstorming;
- Phase 2 - Sorting Session;
- Phase 3 - Rating Session; and
- Phase 4 - Group Webinar Discussion.

**Stakeholder Recruitment.** Stakeholders will represent a broad range of organizations to ensure representation of a diversity of constituent groups. There are five categories of stakeholders and approximately 15 individuals will be recruited from each group. To ensure the anonymity of the Hotline/LIR contactors, 15 different individual contactors will be recruited for each of the first three phases of the concept mapping for a total of 45 contactors. There will be 15 participants from each of the other stakeholder groups who will participate in all phases of the concept mapping for a total of 60 stakeholders. The total number of participants across all groups is 105. Appendix A includes recruitment materials for the concept mapping project. For an overview of stakeholder recruitment strategies by

stakeholder group, see Appendix B. Stakeholder categories and recruitment methods for each group are summarized below:

1. Practitioners. The SAF-T project team will send introductory and recruitment emails to practitioners including local domestic shelter hotlines, domestic hotline consortium programs (nine national hotlines), YWCAs, and Safe Horizon.
2. Public Interest Groups. The team will send recruitment emails to the following groups:
  - a. National Football League;
  - b. State Coalitions;
  - c. National Resource Center on Domestic Violence,
  - d. National Network to End Domestic Violence;
  - e. National Coalition Against Domestic Violence;
  - f. National Health Resource Center on Domestic Violence;
  - g. Asian & Pacific Islander Institute on Domestic Violence;
  - h. Casa de Esperanza: National Latin@ Network of health Families and Communities;
  - i. National Center of Violence Against Women in the Black Community – DC Coalition Against Domestic Violence;
  - j. National Indigenous Women’s Resource Center;
  - k. The NW Network of Bisexual, Trans, Lesbian, & Gay Survivors of Abuse;
  - l. Forge;
  - m. National Center for Transgender Equality;
  - n. Karamah;
  - o. Tahiri Justice Center;
  - p. HEART Women and Girls; and
  - q. Cut it Out.
3. Hotline/LIR Advocates. The Hotline management staff will recommend potential participants based on specified criteria (e.g., staff who respond to chats and callers to the toll-free number). The SAF-T team will send an introductory recruitment email to recommended staff members to request their participation.
4. ACF staff and staff from other Federal agencies. The ACF project officer will provide recommendations of potential respondents. The SAF-T team will send an introductory recruitment email to the recommended staff members to determine their interest in participating.
5. The Hotline/LIR Contactors. Victims or survivors 18 years or older who chat, text, or talk with an advocate at The Hotline or LIR and who are not in crisis will be asked towards the end of their session if they would like to participate anonymously in the concept mapping.

## ***Universe of Data Collection Efforts***

The concept mapping project includes three online concept mapping data collection activities, one group webinar discussion, and an optional sharing of the theoretical framework:

1. **Brainstorming Session.** Stakeholders will be asked to contribute information and insight on factors that enable The Hotline/LIR to empower and support those affected by relationship abuse.
2. **Sorting Session.** Stakeholders will be asked to sort responses into categories that make sense to them.
3. **Rating Session.** Stakeholders will be asked to rate each response on a scale of importance in two areas: (1) empowering those affected by relationship abuse, and (2) supporting those affected by relationship abuse to take next steps towards becoming safer.
4. **Group Webinar Discussion.** Stakeholders will be asked to participate in a group webinar where we will share combined results and get feedback from all participants through discussion. If the stakeholders are unable to participate in the webinar, they will be asked to independently review and respond to an emailed overview of the proposed theoretical framework.

Appendix C contains the online script that will guide the data collection tasks.

### **A3. Improved Information Technology to Reduce Burden**

All information collected from stakeholders participating in the concept mapping project will be collected electronically using software produced by Concept Systems, Inc.

### **A4. Efforts to Identify Duplication**

The efforts to identify duplication include a scan of the literature, review of ACF, the Department of Justice (DOJ) Office for Victims of Crime (OVC), and the DOJ Office on Violence Against Women (OVW) funded research. The proposed project does not duplicate any other efforts to evaluate The Hotline/LIR.

### **A5. Involvement of Small Organizations**

There is no involvement of small organizations.

### **A6. Consequences of Less Frequent Data Collection**

Reducing frequency would have an adverse impact on agency programs. The results of the concept mapping will help to provide a framework for developing performance measures for The Hotline/LIR's activities.

## **A7. Special Circumstances**

There are no special circumstances for the proposed data collection efforts.

## **A8. Federal Register Notice and Consultation**

### ***Federal Register Notice and Comments***

In accordance with the Paperwork Reduction Act of 1995 (Pub. L. 104-13) and Office of Management and Budget (OMB) regulations at 5 CFR Part 1320 (60 FR 44978, August 29, 1995), ACF published a notice in the Federal Register announcing the agency's intention to request an OMB review of the umbrella generic clearance for information collection. This notice was published on September 15, 2014 in Volume 79, No. 178, page 54985, and provided a 60-day period for public comment. The second notice was published on January 9, 2015, Volume 80, No. 6, page 1420, and provided a 30-day period for public comment. ACF did not receive any comments.

### ***Consultation with Experts Outside of the Study***

The SAF-T project includes an expert panel that includes professionals from several disciplines that address issues of IPV and family violence, including researchers, practitioners, representatives of The Hotline/LIR, and ACF.

## **A9. Incentives for Respondents**

No incentives for respondents are proposed for this information collection.

## **A10. Privacy of Respondents**

Information collected will be kept private to the extent permitted by law. Respondents will be informed of all planned uses of data, that their participation is voluntary, and that their information will be kept private to the extent permitted by law.

As specified in the contract, the Contractor (Westat) and its subcontractor (University of Pittsburgh) shall protect respondent privacy to the extent permitted by law and will comply with all Federal and Departmental regulations for private information. The Contractor shall ensure that all of its employees and subcontractor employees are trained on data privacy issues and comply with the above requirements.

## **A11. Sensitive Questions**

There are no sensitive questions in this data collection.

## **A12. Estimation of Information Collection Burden**

### ***Total Burden Requested Under this Information Collection***

Estimated burden requested under this information collection is outlined in Table 3 below.

**Table 3. Estimated Burden for Concept Mapping Project**

Stakeholder Group Number*	Instrument	Total Number of Respondents	Number of Responses Per Respondent	Average Burden Hours Per Response	Annual Burden Hours	Average Hourly Wage	Total Annual Cost
5	Phase 1 (Brainstorming)	15	1	.33	5	\$26.81	\$134
	Phase 2 (Sorting)	15	1	.33	5	\$26.81	\$134
	Phase 3 (Rating)	15	1	.33	5	\$26.81	\$134
1-3	Phases 1-3 combined (Brainstorming, Sorting and Rating)	45	3	.33	45	\$26.81	\$1,206
	Phase 4: Webinar		1	1	45	\$26.81	\$1,206
<b>TOTALS:</b>		<b>90</b>	<b>----</b>	<b>----</b>	<b>105</b>	<b>----</b>	<b>\$2,815</b>

\* As a reminder, Stakeholder Group 5 consists of Hotline/LIR contactors and Stakeholder Groups 1-3 consist of practitioners, public interest groups, and Hotline/LIR advocates, respectfully. Although important to the concept mapping design, Stakeholder Group 4 (ACF staff and staff from other Federal agencies) was excluded from the burden table since it is comprised of federal employees.

**Total Annual Cost**

The estimated annualized cost to respondents is \$2,815. The average hourly wage of \$26.81 for respondents was calculated based on the estimated national median income of \$55,775 for 2015.<sup>2</sup>

**A13. Cost Burden to Respondents or Record Keepers**

There are no additional costs to respondents.

**A14. Estimate of Cost to the Federal Government**

This is an additional GenIC under 0970-0356.

**A15. Change in Burden**

This is a new data collection.

**A16. Plan and Time Schedule for Information Collection, Tabulation and Publication**

A summary will be provided to ACF staff for internal purposes. While no specific data findings will be published, the information collected will inform a conceptual framework, which may be published.

<sup>2</sup> Posey, K. G. (2016). Household Income: 2015. *American Community Survey Briefs*, ACSBR/15-02. Washington: US Census Bureau. Retrieved on August 1, 2017 from <https://www.census.gov/content/dam/Census/library/publications/2016/demo/acsbr15-02.pdf>



The concept mapping project encompasses four phases. Stakeholders have several weeks to respond to each phase to accommodate their schedules. (See Table 4.)

**Table 4. Concept Mapping Schedule by Phase**

<b>Concept Mapping Phase</b>	<b>Time Frame</b>
(1) Brainstorming Session	October 2017 <sup>3</sup>
(2) Sorting Session	November 2017
(3) Rating Session	November 2017
(4) Group Webinar Discussion	January 2018

### **A17. Reasons Not to Display OMB Expiration Date**

All instruments will display the expiration date for OMB approval.

### **A18. Exceptions to Certification for Paperwork Reduction Act Submissions**

No exceptions are necessary for this information collection.

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<sup>3</sup> Timeline may shift depending upon when OMB approves the project.