

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 2010-0042)

TITLE OF INFORMATION COLLECTION: Focus Groups with Farmworkers – Evaluating videos and posters.

PURPOSE: EPA is planning to conduct focus groups to evaluate the effectiveness and cultural acceptability of two Spanish-language videos and posters on pesticide safety practices from the EPA’s Worker Protection Standard (WPS). To accomplish this, EPA is proposing to conduct focus groups sessions with farm workers to view the videos and posters and share their perceptions.

The objective of the focus group sessions will be to evaluate the content to ensure the videos and posters are clearly communicating the message as intended and are culturally acceptable.

DESCRIPTION OF RESPONDENTS: Respondents will be Spanish-speaking adult men and women who are seasonal or migratory farmworkers who work in agriculture. The moderator will split men and women into separate groups.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input checked="" type="checkbox"/> Focus Group | <input type="checkbox"/> Other: _____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

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To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No

3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [X] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [] No \$25/person.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	40	60 minutes	60 minutes
Totals	40	240 minutes	40 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$24,291.00. The budget is:

Hispanic Communications Network for the preparation of radio scripts, radio message recordings, preparation for focus group sessions:

- Project Director: \$ 1,843.04 (8 hours @\$230.38)
 - Project Manager: \$ 4,022.40 (24 hours @ \$167.60)
 - Art/Creative Director: \$ 766.20 (4 hours @ \$191.55)
 - Communications Manager/Advisor: \$ 722.72 (4 hours @ \$180.68)
 - Writer/Editor: \$1,436.64 (12 hours @ \$119.72)
- \$8,791.00**
+

University of California At Berkley –

School of Public Health and Health Initiative of the Americas

- 4 focus group sessions @ \$3,875 per session (includes \$25 incentive) **\$15,500.00**

TOTAL \$24,291.00

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe? [] Yes [X] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)?
If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

- **DESCRIPTION**

Local community leaders will work with farmworker communities to identify participants using the following screening questions:

- Are you older than 18?
- Are you a worker who handles, comes in contact, or works with surfaces treated with pesticides or an agricultural worker?
- Do you have a smartphone? If so, are you able to connect to a focus group session via a hyperlink or a toll-free number?

Persons who answer yes to all questions may be recruited. Participants will be adult men and women Spanish-speaking farmworkers recruited from the Fresno and Sonoma areas of California. Xochitl Castaneda – of the University of California at Berkeley-School of Public Health and Executive Director of Health Initiative of the Americas, plus her team of bilingual/bicultural health media and education experts will help recruit up to 20 farmworkers per location (up to 40 total).

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain

The plan has changed to use Zoom or WhatsApp to accommodate social distancing amidst the current COVID-19 pandemic. (They are pre-testing Zoom now and are considering WhatsApp if Zoom does not work well.) Participants will be recruited if they have a smartphone and can connect to digital focus groups via a hyperlink sent or a toll-free number to connect. Local team leaders working with farm workers and pesticide handlers will hold initial tutorial sessions for participants so they can easily connect and understand how to participate in the focus groups via Zoom or WhatsApp.

2. Will interviewers or facilitators be used? Yes No