

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

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**TITLE OF INFORMATION COLLECTION:** Pretesting Outreach and Web Materials for Fish Consumption Advisories – **Screener Guide**

### **PURPOSE:**

EPA has developed two primary images (“simple fish” and “fish piece”) to convey the fish parts that should and should not be eaten, if they contain contamination. Each primary image has four variations (color, black and white, no words, plain language labels) resulting in a total of eight images.

The ultimate goal for the final images is to make them publicly available for others to use when developing fish consumption advisories by posting them on the EPA’s website for the fish advisory program. Therefore, anyone, including state/tribal fish consumption advisory managers, can download them and post them to their respective websites or include them on risk communication materials such as brochures, posters or signs.

Prior to making them publicly available, the images need to be pretested with the primary audiences (i.e., individuals who cook and eat the fish they catch or individuals who receive or buy locally caught fish from others to eat) to ensure they are understood as intended. EPA will pretest the images with both individuals who speak English and individuals whose first language is not English (e.g., Spanish, Tagalog, Hmong, Vietnamese, Chinese, Korean, Arabic, French, Cambodian, Portuguese, Russian, German, Haitian Creole, Hindi, Italian, and Polish).

### **DESCRIPTION OF RESPONDENTS:**

Members of the public who cook and eat the fish they catch OR who receive or buy locally caught fish from others to eat.

### **TYPE OF COLLECTION:** (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group

- Customer Satisfaction Survey
- Small Discussion Group
- Other: Screening

### **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.

Name :\_\_Sharon Frey\_\_\_\_\_

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes [ ] No
3. If Applicable, has a System or Records Notice been published? [ ] Yes [ ] No

**Gifts or Payments:**

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

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Individuals	132	5 minutes	11
<b>Totals</b>			

**FEDERAL COST:** The estimated annual cost to the Federal government is \_\$3,800\_\_\_\_\_

**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?

We will work with local, community-based organizations and leverage members of the local community (who are also members of the primary audiences) to assist with recruitment. The approach will be to recruit a quota-based convenience sample comprised of members of the primary audiences living in the community and meeting the eligibility criteria (i.e., members of the public who cook and eat the fish they catch OR receive or buy locally caught fish to eat). Individual or group interviews will be conducted in the communities.

**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

[ x] Other, Explain

2. Will interviewers or facilitators be used? [ x ] Yes [ ] No

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**

## **Instructions for Completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”**

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**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS:** Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

### **BURDEN HOURS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

**Burden:** Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Provide an estimate of the annual cost to the Federal government.

**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.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**