

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

TITLE OF INFORMATION COLLECTION: Evaluation of Radio Public Service Announcements

PURPOSE: The Hispanic Communications Network (HCN), under contract with the U.S. Environmental Protection Agency, is developing radio public safety announcements (PSAs) on pesticide safety for agricultural workers. The PSAs reinforce the key safety practices outlined in EPA’s revised Agricultural Worker Protection Standard (WPS).

The WPS requires training to agricultural workers on how to protect themselves from illness and injury that can occur as a result of exposure to pesticides and pesticide residue. Each HCN 60-second Spanish language PSA reinforces the training with specific steps agricultural workers can take to avoid ingesting, inhaling or absorbing pesticides at the workplace and/or bringing residues home and inadvertently contaminating themselves and their families.

Agricultural workers across the U.S. come from many different cultural and educational backgrounds. Therefore, the focus group sessions are to help ensure that the information is presented in such a way that it is understood and culturally acceptable to the agricultural workers.

DESCRIPTION OF RESPONDENTS:

Participants will be adult agricultural employees across the United States and will meet the following criteria:

- At least 18-years old
- Currently employed to work in agriculture on a farm, orchard, forest, greenhouse, vineyard, and/or nursery
- Has the potential to come into contact with pesticide residue on plants, soil and surfaces or applies pesticides to plants, soil and surfaces

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 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
Agricultural employees	40	30 minutes	20 hours
Totals	40	30 minutes	20 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$15 x 20 hours = \$300

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 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?

Hispanic Communications Network works with farmworker advocacy organizations, which work directly with farmworkers by offering them training on how to protect themselves from illness/injury as a result of exposure to pesticides, how to avoid heat stress, and/or where/how to find social services. The advocacy organizations are eager to help as they want to make sure that all messages (visual or audio) are culturally appropriate and understandable to the farmworker audience.

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
2. Will interviewers or facilitators be used? Yes No

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