Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB No: 0970-0401)

TITLE OF INFORMATION COLLECTION:

Sexual Risk Avoidance (SRA) Social Media Marketing Campaign as part of Health Message Testing System (HMTS) Generic Clearance

PURPOSE:

The purpose of the planned activities is for youth to engage with educational, interactive products or interventions that collect information/responses but are <u>not</u> used for analysis or research. These products are part of a campaign for youth encouraging them to avoid sexual risk behaviors. Youth engagement will consist of youth responding to questions in interactive quizzes and polls and potentially providing inputs (e.g., age, gender, questions they have – but <u>not</u> PII) to generate tailored educational content on the website. The responses to these interactive products will be used to better understand the target audience's knowledge and attitudes related to sexual risks to inform ongoing refinement of our campaign messaging and content.

DESCRIPTION OF RESPONDENTS:

Respondents include diverse groups of youth and young adults aged 10 – 22 years old from different regions around the U.S. who encounter and review our campaign content (e.g., through social media ads, referrals form friends or teachers).

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
[X] Other: <u>educational products not for analysis or research</u>

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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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:__LeBretia White____

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

Personally Identifiable Information:

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

BURDEN HOURS
We are posting the interactive content on our website and social channels (e.g., Instagram) and making them optional for users to engage with/respond to if they are interested in learning more about the topic. We anticipate each educational content (e.g., quiz) will take less than 5 minutes for a user to complete. We cannot adequately predict the precise number of users who will visit our website and take the quizzes, so we have offered an estimate of respondents per year in the table below.

We anticipate reviewing the aggregated responses, along with other web analytics (e.g., site visits, views, Instagram followers), to report to the client and inform future content and products. However, we do <u>not</u> plan on analyzing and reporting responses to these products (e.g., percentage of correct quiz responses) as representative of the population or audience. The analytics will not be used for any research reporting or publications or publicly disclosed in any way.

Estimated Annual Reporting Burden				
Type of Collection	No. of Respondents	Annual Frequency per Response	Hours per Response	Total Hours
Quizzes and other interactive educational products (e.g. polls, ranking exercises)	200	2	5/60	33.3

FEDERAL COST: The estimated annual cost to the Federal government is **<u>$7,045 per year</u>** for a total of 2 years

The contractor (RTI International) will create and host all proposed products on the campaign website and social media channels. The only cost to the federal government should be hours of the contractor's time to analyze the metrics for these interactive products, which is included and planned for as part of the comprehensive metrics analysis and reporting for the campaign (e.g., will include broader website and social media metrics on audience reach, engagement, influence, and action based on both interactive and non-interactive content). The cost includes labor hours for contractor staff, including two analysts and one senior digital strategist.

Item/Activity	Details	$ Amount
Analysis and reporting of website metrics	Labor hours and ODCs	$7,045
Total per year for a total of 2 years		**$7,045**

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?

The purpose of our activities is as an intervention strategy to help engage and educate users, not collect and use their information for research. Adolescents have shared that quizzes and similar strategies may be a better way to get their attention than more traditional didactic informational approaches. Statistical power is not applicable because we will not use the information/responses that will be collected from youth for analysis or research. We are not pre-selecting our respondents. They will be members of our larger campaign audience who choose to respond to/engage with the products when visiting our social media platforms and website.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
   [X] Web-based or other forms of Social Media
   [ ] Telephone
   [ ] In-person
   [ ] Mail
   [ ] Other, Explain

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

   A research team member will manage the campaign website by adding the content/products and monitoring the responses received. No research interviewers or facilitators will be used. Users will respond to quizzes/polls and other interactive content in their own time and at their own will. Responses will be analyzed by our digital strategy team in conjunction with all other key web metrics.

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"

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. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

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 per row.
No. of Respondents: Provide an estimate of the Number of Respondents.
Participation Time: Provide an estimate of the amount of time (in minutes) 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 Respondents and the Participation Time then 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.

Submit all instruments, instructions, and scripts are submitted with the request.