

Project Description

CDC Older Adult Injury Prevention Creative Campaign - Survey

Purpose:

The purpose of this collection is to assess older adult perceptions of the CDC Older Adult Injury Prevention Creative Campaign (“the campaign”). The health communication campaign aims to support and expand upon CDC’s older adult injury prevention efforts and to raise awareness among older adults and their caregivers about preventable injuries that disproportionately impact them, steps to reduce their risk of injuries, and increase education about risk factors.

Information collected can assist in the most effective use of CDC communication resources and opportunities by assessing clarity, appeal, persuasiveness and effectiveness of campaign material and advertisements (e.g. poster or video advertisement). Specifically, we seek to collect information, including the perception and effectiveness of campaign messages, to (1) ensure the campaign meets the needs of target audiences; (2) assess awareness, perception of knowledge, and attitudes about campaign messages; and (3) intentions to engage in campaign promoted behaviors.

We are seeking OMB clearance to collect input from older adults (individuals age 65 and older) through an online survey, SurveyMonkey.

This data collection is focused on improving messages, products, or other communication materials related to the CDC Older Adult Injury Prevention Creative Campaign. The data collection (**Attachment 1**) is voluntary for participants, the burden on participants is not high, and public dissemination of results is not intended. The findings will be used to help the CDC ensure effective use of communication resources and opportunities by providing clear, concise, and relevant messages.

Who are we trying to influence?

Primary Audience:

The respondents will be individuals who self-identify as older adults (age 65 and older) and who live in Arkansas, Maine, Oklahoma, Oregon, and Wisconsin. Respondents are members of an existing panel of survey takers through SurveyMonkey and will be recruited through the SurveyMonkey’s online panel audience.

Given our historical response rates for this panel (80%), we anticipate that 625 participants will be initially contacted. The research team plans to collect 500 complete surveys. A survey will be considered complete if the respondent answers 100% of the items.

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [X] No
3. If Applicable, has a System or Records Notice been published? [] Yes [X] No

No questions will be asked that are of a personal (PII) or sensitive nature. Participants to the survey are already registered with an online panel provider. Information of participating panelists collected by the online panel provider includes age, gender, household income, state, and device used to take the survey. This information will be included as aggregated information and will not include any personally identifiable information (PII) for specific respondents. Survey data is anonymous. The Privacy Act does not apply.

What do we want them to DO as a result of this communication?

The purpose of this collection is to assess older adults' perceptions and use of communication materials and products associated with the campaign. The survey will include items to assess (1) how older adults perceive the main messages of the campaign, (2) how engaging, memorable, and appealing they find the posters/videos, and (3) whether the messaging motivates them to take action to reduce risk of injury.

The goal of the campaign is to empower older adults and their caregivers by (1) raising awareness about preventable yet common injuries, (2) raising awareness about risk factors for falls, traumatic brain injury, and motor vehicle crashes, and (3) raising awareness about specific ways and actions to take to reduce injury risk.

How do we expect communications to work towards achieving this?

- Accessible — ensure the tone is direct, clear, real and salient in reference to steps to reduce risk of injury in older adults
- Time-saving — focus on facts that are easy to absorb
- Relevance — ensure new or revised materials meet our audiences' current information needs and preferences

What are we trying to convey?

Our goal is to convey the importance of injury prevention in older adults. There are steps older adults can take to reduce their injury risk. The campaign aims to clearly communicate these steps and motivate risk-reduction actions in older adults. This collection will allow the CDC to assess older adult use of communication materials and products created associated with the campaign.

How are we recruiting and screening participants?

Recruitment will be conducted by the panel provider, SurveyMonkey. We will be using SurveyMonkey Contribute and SurveyMonkey Rewards to recruit and screen respondents.

SurveyMonkey recruits people to SurveyMonkey Contribute through a variety of means, the primary method being SurveyMonkey survey respondents. SurveyMonkey recruits people to SurveyMonkey Rewards through a variety of means including the app store listings and promoting the app to SurveyMonkey respondents.

SurveyMonkey uses a generic survey invitation - sent via email for SurveyMonkey Contribute and through the app for SurveyMonkey Rewards - to obtain respondents for the survey.

Incentives:

The Federal government will not directly pay incentives to the survey participants. Participants to the survey are already registered with an online panel provider (SurveyMonkey) and will be offered survey choice "points" to redeem for prizes which are commonly provided to survey

panel respondents who complete online surveys. The points will not be sent to respondents from CDC, but instead will be provided by SurveyMonkey to respondents who complete the survey. The monetary value of the incentive is estimated at under \$1.

Burden Hours:

Category of Respondent	Instrument	Number of Respondents	Participation Time (Hours)	Total Burden (Hours)
Adults 65 years and older	CDC Older Adult Injury Prevention Creative Campaign Survey (Attachment 1)	500	10/60	83.3
TOTAL				83