

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0923-0047)

TITLE OF INFORMATION COLLECTION: CDC National Center for Environmental Health and CDC National Center for Emerging, Zoonotic, and Infectious Diseases Focus Groups for Effective Risk Communication for Water-Related Emergencies and Disease Outbreaks

PURPOSE: The CDC National Center for Environmental Health together with the CDC National Center for Emerging Zoonotic and Infectious Diseases is conducting a study to gather information regarding COVID-19 issues and concerns, and how they might also impact how communities receive information during a water-related emergency. A water-related emergency can be any emergency that causes drinking water to become unsafe to drink. Examples of harmful water contamination include algal blooms, floods, or chemical contamination. The current COVID-19 pandemic has raised new questions regarding how risk communication messages for water-related emergencies may be impacted. Our company, Powell Strategies, is supporting this effort by conducting focus groups with community members who have experienced water-related public health emergencies. The information gathered from the focus groups and study will be used to help public health staff improve how they communicate with community members.

DESCRIPTION OF RESPONDENTS: The independent contractor, Powell Strategies, will conduct nine, 90-minute long virtual focus groups (3 each in three U.S. cities) among U.S. adults who have experienced a diverse range of water emergencies to test existing health communication materials during a water emergency, and understand communication preferences. Each focus group will include approximately 10 participants for a total of 90 participants.

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.

Name: Heather Bair-Brake

X

Heather Brake
Associate Director for Communication Sciences

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No

PII are used only for recruitment purposes.

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

A SORN is not applicable. Focus group results will not be retrieved by PII.

Gifts or Payments:

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

BURDEN HOURS

Estimated Annualized Burden Hours

Type of Respondents	Form Name	No. of Respondents	No. of Responses per Respondent	Avg. Burden per Response (in hrs.)	Total Burden (in hrs.)
Community Members	Screening Survey	225	1	10/60	38
	Focus Group Discussion Guide	90	1	90/60	135
Total					173

FEDERAL COST: The estimated annual cost to the Federal government is \$351,500, based on 20 hours of FTE time (\$1,500) and the cost of the focus group contract (\$350,000).

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?

The contractor, Powell Strategies, will recruit a sample of U.S. adults who have experienced a diverse range of water emergencies to participate in nine virtual focus groups of at least 10 individuals per group. Recruitment will occur in the following three communities: Wilmington, NC, Salem, OR, and Newark, NJ. There will be three focus groups in each city for a total of nine focus groups. The contractor will use screening and recruitment materials developed by the Centers for Disease Control and Prevention (CDC) and follow CDC guidance. A copy of the instruments, including the screening instrument, recruitment flyer, and focus group discussion guide are included as attachments.

Conducting virtual focus groups will minimize COVID-19 exposures to assure the safety of the focus group participants and to the staff conducting the virtual meetings for CDC.

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: Participants will be asked to engage in a virtual focus group via videoconferencing software (e.g. Zoom, GoToMeeting, etc.)
2. Will interviewers or facilitators be used? Yes No

Please also attach any relevant documents pertaining to this project, such as protocols, consent forms, surveys or other data collection instruments, technical assist letters, nondisclosure agreements, or IRB approval.

List of Attachments:

AttA_Rcrtmnt_Protocol_Screening_Instrmnt

AttB_Rcrtmnt_Flyer

AttC_Participant_Info

AttD_FocusGroup_Guide

AttE_TstMsg1_Making_Water_Safe_Webpage

AttF_TstMsg2_Cleaning_Sntzng_Bleach_Webpage

AttG_TstMsg3_Boil_Water_Facts

AttH_PRAWorksheet_2.1

AttI_PRAWorksheet_2.2

AttJ_STARS_Determination

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.

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.