Request for Approval under the "Generic Clearance for the Collection of Routine Customer Feedback" (OMB Control Number: 0920-1050)

Instruction: This form should be completed by the primary contact person from the Program sponsoring the collection.

DETERMINE IF YOUR COLLECTION IS APPROPRIATE FOR THIS GENERIC CLEARANCE MECHANISM:

Instruction: Before completing and submitting this form, determine first if the proposed collection is consistent with the scope of the Collection of Routine Customer Feedback generic clearance mechanism. To determine the appropriateness of using the Collection of Routine Customer Feedback generic clearance mechanism, complete the checklist below.

*If you select "yes" to all criteria in Column A, the Collection of Routine Customer Feedback generic clearance mechanism **can** be used. If you select "yes" to any criterion in Column B, the Collection of Routine Customer Feedback generic clearance mechanism **cannot** be used.*

Column A	**Column B**
The information gathered will only be used internally to CDC. [X] Yes [ ] No	Information gathered will be publicly released or published. [ ] Yes [X] No
Data is qualitative in nature and not generalizable to people from whom data was not collected. [X] Yes [ ] No	Employs quantitative study design (e.g. those that rely on probability design or experimental methods) [ ] Yes [X] No
There are no sensitive questions within this collection (e.g. sexual orientation, gender identity). [X] Yes [ ] No	Sensitive questions will be asked (e.g. sexual orientation, gender identity). [ ] Yes [X] No
Collection does not raise issues of concern to any other Federal agencies. [X] Yes [] No	Other Federal agencies may have equities or concerns regarding this collection. [ ] Yes [X] No
Data collection is focused on determining ways to improve delivery of services to customers of a current CDC program. [X] Yes [ ] No	Data will be used to inform programmatic or budgetary decisions, for the purpose of program evaluation, for surveillance, for program needs assessment, or for research. [ ] Yes [X] No
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. [X] Yes [ ] No	

Did you select "Yes" to all criteria in Column A?

> If yes, the *Collection of Routine Customer Feedback* generic clearance mechanism may be appropriate for your investigation. You may proceed with this form.

Did you select "Yes" to any criterion in Column B?

> If yes, the *Collection of Routine Customer Feedback* generic clearance mechanism is **NOT** appropriate for your investigation. Stop completing this form now.

Note: Use OMB format when asking race/ethnicity as well as gender questions.

TITLE OF INFORMATION COLLECTION:
Website Usability Test for Division of Overdose Prevention Websites

PURPOSE:
Drug overdose involving opioids, including prescription and illicit opioids, is a leading cause of injury-related death in the United States. Deaths from drug overdose have increased among both men and women, all races, and adults of nearly all ages. The Centers for Disease Control and Prevention (CDC), Division of Overdose Prevention (DOP) in the National Center for Injury Prevention and Control (NCIPC) responded to the increases in opioid overdose deaths by utilizing the agency's behavioral science-based framework to effectively guide communication outreach efforts including developing webpages on substance use and overdose prevention, which reaches a variety of audiences to help raise awareness of the risks and protective factors regarding drug overdoses.

CDC's Division of Overdose Prevention (DOP) is interested in usability and content assessment of the recently created or acquired webpages. The goals are to identify opportunities to better engage with the general public/consumer audience and healthcare provider audience by organizing and displaying opioid data, information, and resources in a usable and useful way. CDC's goals are to learn about user behavior on the current sites in order to inform an integration of the portfolio of all drug-related information. The information collected will be used to improve the content and functionality of the web site. Feedback gathered, including satisfaction with delivery and content, will be used to improve the organization of the web pages and determine any gaps in information. The information collected will help identify areas of improvement without such data collection this information would be unknown. Participation in the survey will be voluntary. Users will provide feedback to CDC through an online survey.

Remote usability tests among healthcare providers and individuals (general public/consumers) will be performed to assess the following drug overdose related websites:

Marijuana	https://www.cdc.gov/marijuana/index.htm
Drug Overdose Information for Providers	https://www.cdc.gov/drugoverdose/providers/index.html
Rx Awareness	https://www.cdc.gov/rxawareness/
Acute Pain Tool	https://www.cdc.gov/acute-pain/

Information gathered through the usability testing will be used only internally for general service improvement and is not intended for release outside of the agency. Information gathered will not be used for the purpose of substantially informing influential policy decisions. The information collected will be used to 1) identify use, audience needs and preferences; 2) better understand whether customers are finding what they need on the webpages; 3) improve the efficiency of finding and understanding content on pages; and 4) increase general audience satisfaction of experience on web pages. Without these types of feedback, CDC will not have timely information to adjust its services and webpages to meet customer needs for important information regarding preventing opioid overdose. Information gathered will not be used for the purpose of substantially informing influential policy decisions.

DESCRIPTION OF RESPONDENTS:

DOP's websites are used by a variety of audiences, including public health professionals, scientists/researchers, healthcare providers, health educators, parents, individuals with a history of drug use. Participation in the survey is voluntary. Remote moderated usability tests will be conducted for each of the 4 identified opioid overdose sites. A consent form (Att. 8) will be provided to all participants eligible to participate.

An attempt will be made to reach a diverse sample of each audience (when applicable) based on the respondents self-reported age, gender, type of provider (for healthcare provider audiences), household income, marital status, education, racial background, and history of substance abuse.

TYPE OF COLLECTION: (Check one)
Instruction: Please sparingly use the Other category

[ ] Customer Comment Card/Complaint Form
[X] Usability Testing (e.g., Website or Software
[ ] Focus Group
[ ] Customer Satisfaction Survey
[ ] Small Discussion Group
[ ] 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.

Name:_____Karen Angel_____

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, 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

NCIPC's Information Systems Security Office has determined that the Privacy Act does not apply (Att 1). Personally, identifiable information (PII) is not collected. No questions will be asked that are of a personal or sensitive nature. Information of participants was previously collected as participating partners, personal contacts and/or a recruitment firm. At no time does CDC have access or will receive potentially identifiable information. At no time is this

information linked or linkable to usability testing information. All procedures have been developed, in accordance with federal, state, and local guidelines, to ensure that the rights and privacy of participants will be protected and maintained.

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

If Yes: Please describe the incentive. If amounts are outside of customary incentives, please also provide a justification.

BURDEN HOURS

Category of Respondent	**Form Name**	**No. of Respondents**	**Participation Time (Hours)**	**Burden (Hours)**
Individuals	Individual Screener-Att. 2	36	5/60	3
	Rx Awareness Moderator Guide Att. 4	9	45/60	7
	Marijuana Moderator Guide Att. 5	9	45/60	7
Healthcare providers	Provider Screener-Att. 3	36	5/60	3
	Drug Overdose Providers Moderator Guide. Att. 7	9	45/60	7
	Acute Pain Moderator Guide. Att. 6	9	45/60	7
Total				34

FEDERAL COST: The estimated annual cost to the Federal government is $4000

<u>If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:</u>

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?
   [X] Yes [ ] No

If Yes: Please provide a description of both below (or attach the sampling plan)

If No: Please provide a description of how you plan to identify your potential group of respondents and how you will select them or ask them to self-select/volunteer

CDC will employ a combination of methods for recruitment including working with partners, personal contacts and a recruitment firm as needed to recruit eligible participants who will take part in the usability testing remotely. Website analytics from CDC's Adobe Analytics Suite and recruiting materials from past evaluations will be used to develop eligibility criteria. Each of the four websites to be tested will operate as separate user tests run in parallel with no overlap in participants. Each website to be tested will have a specific audience and recruited participants who will use a mix of mobile devices and desktop/laptop computers that reflect current usage and expected future trends. Participants will use their own devices for the testing.

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? [X] Yes [ ] No

Remote moderated usability tests will be conducted for each of the 4 identified opioid overdose sites.