

**Request for Approval under the “Generic Clearance for the Collection of  
Routine Customer Feedback” (OMB#: 0925-0648 Exp., date: 03/2018)**

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**TITLE OF INFORMATION COLLECTION:**

National Eye Institute (NEI) Eye Health Focus Groups with New Audiences Ages 25-35

**PURPOSE:**

In this study, NEI’s Office of Science Communications, Public Liaison, and Education (OSCPLE) will explore beliefs and attitudes of potential NEI audiences ages 25-35 to broaden awareness of eye health, encourage adoption of preventive behaviors, and increase recognition of vision as a health priority.

To obtain this feedback and better understand the needs of these potential NEI audiences, OSCPLE proposes conducting focus groups with adults ages 25-35 from 2 segments – those who are healthy and at lower risk for eye disease and with those at higher risk for eye disease. Focus groups are the most efficient way to collect in-depth feedback on these audiences’ attitudes and experiences related to eye health, as well as their information needs and preferences.

**DESCRIPTION OF RESPONDENTS:**

OSCPLE plans to conduct 12 in-person, English-language focus groups with potential NEI audiences (up to 96 participants total) in 3 locations in the U.S. Specifically, OSCPLE will conduct focus groups with each of the following audiences:

- Healthy and lower-risk adults ages 25-35 (i.e., those with a lower risk of eye diseases and conditions) — 6 focus groups, up to 8 participants in each group
- Higher-risk adults ages 25-35 (i.e., those with a higher risk of eye diseases and conditions) — 6 focus groups, up to 8 participants in each group

OSCPLE will aim to recruit a mix of single, married, and parent adults from a variety of work environments (e.g., work outdoors, computer work, etc.). Participants will also represent a mix of sociodemographic characteristics such as gender, race/ethnicity, income, and education.

**TYPE OF COLLECTION:** (Check one)

Customer Comment Bard/Complaint Form  
 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.
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: Maria Zacharias, Director of Communications, NEI

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 [ ] No
3. If Applicable, has a System or Records Notice been published? [ ] Yes [ ] No

**Gifts or Payments:**

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

We propose providing an incentive to all focus group participants of \$75. The proposed incentive amount has been shown to be effective by Federal agencies for focus group activities, offsetting the challenges for these audiences to participate in a focus group. Expenses incurred by participants include: transportation and childcare, among others. Incentives ensure timely recruitment and decrease no-show rates.

**ESTIMATED BURDEN HOURS and COSTS**

| Category of Respondent   | No. of Respondents | No. of Responses per Respondent | Time per Response (in hours) | Total Burden Hours |
|--|--------------------|---------------------------------|------------------------------|--------------------|
| Individuals – Adults ages 25-35<br>(see Attachment A: Screener Script)   | 288                | 1                               | 6/60                         | 29                 |
| Individuals – Adults ages 25-35<br>(see Attachment B: Moderator’s Guide) | 96                 | 1                               | 90/60                        | 144                |
| <b>Totals</b>  | <b>288</b>         | <b>288</b>                      |                              | <b>173</b>         |

| Category of Respondent                                | Total Burden Hours | Hourly Wage Rate* | Total Burden Cost |
|---|--------------------|-------------------|-------------------|
| Individuals – Adults ages 25-35<br>(see Attachment A: | 29                 | \$23.86           | \$691.94          |

|   |            |         |                   |
|---|------------|---------|-------------------|
| Screener Script)  |            |         |                   |
| Individuals – Adults ages 25-35 (see Attachment B: Moderator’s Guide) | 144        | \$23.86 | \$3,435.84        |
| <b>Totals</b>   | <b>173</b> |         | <b>\$4,127.78</b> |

\*Cite source per bls.gov: May 2016 National Occupational Employment and Wage Estimates, United States. Bureau of Labor Statistics. United States Department of Labor. Retrieved at [http://www.bls.gov/oes/current/oes\\_nat.htm](http://www.bls.gov/oes/current/oes_nat.htm).

**FEDERAL COST:** The estimated annual cost to the Federal government is \$107,376

| Staff  | Grade/Step | Salary    | % of Effort | Fringe (if applicable) | Total Cost to Gov’t |
|--|------------|-----------|-------------|------------------------|---------------------|
| <b>Federal Oversight</b><br>NEI Director of Communications | GS15/07    | \$161,746 | 1%          |                        | \$1,617             |
| <b>Contractor Cost</b>                                     |            | \$49,824  | 100%        | n/a                    | \$49,824            |
|  |            | \$20,525  | 100%        | n/a                    | \$20,525            |
| Consumer Recruitment Fee                                   |            |           |             |                        | \$16,200            |
| Consumer Participant Incentives                            |            |           |             |                        | \$7,200             |
| Facility Fees  |            |           |             |                        | \$5,950             |
| Travel (2 Staff)   |            |           |             |                        | \$3,560             |
| Other Costs  |            |           |             |                        | \$2,500             |
| <b>Estimated Total Cost of Data Collection</b>             |            |           |             |                        | <b>\$107,376</b>    |

**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**

- 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?

In each of the 3 locations, OSCPLE will use a professional recruitment firm to identify, screen, and recruit prospective participants for the focus groups with potential NEI audiences. Focus group participants will be drawn from a convenience sample. The recruitment firm will use a phone screener [see Attachment A] to contact and screen potential participants from their databases.

### **Administration of the Instrument**

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone -- See Screener Script [Attachment A] to recruit participants

In-person -- See Moderator's Guide [Attachment B] to conduct the focus groups

Mail

Other, Explain

2. Will interviewers or facilitators be used?  Yes  No

A moderator will facilitate all focus groups using a semi-structured moderator's guide [see Attachment B]. All 12 consumer focus groups will be moderated in English.

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

Please see attached 3 research instruments:

- Attachment A: Screener Script
- Attachment B: Moderator's Guide