

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp., date: 05/2021)

TITLE OF INFORMATION COLLECTION: Collection of User Feedback for the Dietary Supplement Label Database (DSLDD)

Purpose: The Dietary Supplement Label Database (DSLDD) is a project overseen by the Office of Dietary Supplements (ODS) at the National Institutes of Health (NIH). Developed in collaboration with federal experts from NIH, Centers for Disease Control and Prevention (CDC) (National Health and Nutrition Examination Survey), Food and Drug Administration (FDA), U.S. Department of Agriculture (USDA), Department of Commerce, and Department of Defense (DoD), the DSLDD provides information on product ingredients, manufacturers, and other claims from dietary supplement labels. The DSLDD permits users to examine the contents and label claims of products on the market, and search products by ingredients, brand name, and other key words. The DSLDD, other ODS nutrient databases, and ODS support for the collection and analysis of dietary supplement use in the National Health and Nutrition Examination Survey (NHANES) permit population-based estimates of total dietary intake to be made for nutrients.

Data has been collected on how DSLDD is being used by academics and in the Federal government through an analysis of published articles that mention DSLDD and a collection from Federal partners on their use of the database. However, more extensive information on non-Federal or academic users or uses, remains unknown. It is critical to obtain information from consumers and other users to ensure that enhancements of the design and format of the website and available output meets the needs of all database users.

The specific goals for conducting an online “pop-up” survey on the DSLDD website include:

1. Gather information on characteristics of DSLDD users that are not available from other sources such as Google Analytics and Qualtrics.
2. Obtain insights into the users’ experience with DSLDD, especially features and functions, in order to guide further database and software development.

Description of Respondents: An invitation to participate in the proposed survey will pop-up on the website during an online session after the user has viewed 3 pages. With approximately 66,000 annual users of the site and standard estimates of response to website customer satisfaction surveys, we estimate that 1.5% or 990 users will respond to the online survey over the course of a year.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input 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: Rich Bailen

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 [x] No

Gifts or Payments:

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

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Website user	990	1	2/60	33
Totals		990		33

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Professional Users	990	\$ 38.83/hr	\$1,281.39
Totals			\$1,281.39

<https://www.bls.gov/oes/current/oes290000.htm>

FEDERAL COST: The estimated annual cost to the Federal government is: \$49,000

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Rich Bailen	GS13/10		10%		\$13,000
Contractor Cost					
DSL D Consultant		\$90/hour	10%		\$18,000
DSL D Contractor		\$90/hour	10%		\$18,000
Travel					
Other Cost					
Total					\$49,000

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

- 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?

Universe of Respondents

All users who open a third page on the DSLD website will receive the invitation to participate in the online survey. Thus, there is no sampling involved.

Administration of the Instrument

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

The initial invitation will pop up on the website user's screen upon browsing to a 3rd page in their DSLD session (i.e., if users leave the site after viewing only 1 or 2 pages they will not see the survey). If users opt to participate in the survey, the survey (hosted on the SurveyGizmo platform) will appear immediately in the same pop up window to be completed. Upon completion of the survey (estimated to take 2 minutes to complete), the user simply closes the

popup and they are back on the DSLD page they were on when they started the survey. All survey results will be stored in the secured Surveygizmo account and all final survey data will be downloaded in Excel format at the end of the survey data collection period (one year).

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