

**FDA DOCUMENTATION FOR THE GENERIC CLEARANCE
OF COLLECTIONS FOR
QUICK TURNAROUND TESTING OF COMMUNICATION
EFFECTIVENESS
OMB CONTROL NO. 0910-NEW**

The Food and Drug Administration (FDA) sometimes needs to communicate with U.S. consumers and other stakeholders about issues of immediate and important public health significance such as foodborne illness outbreaks, food recalls, or other situations requiring expedited FDA food, dietary supplement, cosmetics, or animal food or feed communications. To better protect the public health, the agency needs quick turn-around information collected from consumers and other stakeholders to help ensure its messaging has reached the target audience, has been understood and, if needed, to update its communications during these events. This quick-turnaround generic collection gathers quantitative and qualitative information (i.e., surveys, focus groups, and in-depth interviews) to test communications or educational messages when there is an urgent public health need, assists FDA to communicate effectively about topics of public health and safety, and conveys sometimes complex concepts.

TITLE OF INFORMATION COLLECTION: [insert]

1. **Statement of need:**
[insert]
2. **Intended use of information:**
[insert]
3. **Description of respondents:**
[insert]
4. **Date(s) to be conducted:**
[insert]
5. **How the information is being collected:**
[insert]
6. **Amount and justification for any proposed incentive:**
[insert]
7. **Are there any deviations to the described methods, procedures, and uses of data contained in the Quick Turnaround Testing of Communication Effectiveness Supporting Statement Parts A and B?**
[insert]

YES _____
NO _____

- 7a. **If YES, please describe:**
[insert]

8. **Burden Chart and Description:**
[insert]

| Survey Type | Number of | No. of | Total | Average | Total |
|-------------|-----------|--------|-------|---------|-------|
|-------------|-----------|--------|-------|---------|-------|

| | Respondents | Responses per Respondent | Annual Responses | Burden per Response in hours or minutes | Hours |
|--|--------------------|---------------------------------|-------------------------|--|--------------|
| In-depth Interviews, Cognitive Interviews Screener | | | | | |
| In-depth Interviews, Cognitive Interviews | | | | | |
| In-depth Interviews Screener | | | | | |
| In-depth Interviews | | | | | |
| Survey Cognitive Interviews Screener | | | | | |
| Survey Cognitive Interviews | | | | | |
| Pre-test survey screener | | | | | |
| Pre-test survey | | | | | |
| Self-administered surveys - Study Screener | | | | | |
| Self-Administered Surveys | | | | | |
| Focus Group/Small Group, Cognitive Groups Screener | | | | | |
| Focus Group/Small Group, Cognitive Groups | | | | | |
| Focus Group/Small Group Participant Screening | | | | | |
| Focus Group/Small Group Discussion | | | | | |
| Total | | | | | |

9. Attach Questions

Please see attached files.

REQUESTED APPROVAL DATE:

[insert]

NAME OF PROGRAM CONTACT:

[insert]

FDA CENTER: Center for Food Safety and Applied Nutrition (CFSAN)