

SUPPORTING STATEMENT - PART A

Assessment of Real Warriors Campaign's Impact on Negative Perceptions About Mental Health Conditions and Treatment and Awareness of Resources – 0720-XXXX

1. Need for the Information Collection

The Psychological Health Center of Excellence (formerly known as the Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury) will evaluate the Real Warriors Campaign—their public awareness campaign aimed at overcoming negative perceptions of mental health conditions and treatment and promoting awareness of available resources. This work is being conducted to determine progress toward a Cross-Agency Priority Goal (CAP-G), designated in 2015 by former President Barack Obama. To address “Executive Order -- Improving Access to Mental Health Services for Veterans, Service Members, and Military Families” and the subsequent CAP-G, several workgroups, including the Barriers to Care workgroup, were formed. DoD, VA, and HHS all operate mental health public awareness campaigns that pre-date the CAP-G, and the RAND National Defense Research Institute (RAND NDRI) was asked to conduct a comprehensive empirical cross-agency evaluation of several of these campaigns. The proposed information collection is one component of a broader comprehensive cross-agency evaluation.

This study will present campaign materials to members of an online study panel (specifically recruiting panel members who are U.S. military service members and veterans, as well as panel members who have close family or friends who are service members or veterans). Participants will view the campaign materials and complete survey items both before and after viewing campaign materials to allow for assessment of change in attitudes, perceptions, beliefs, and intentions.

2. Use of the Information

The information obtained in this collection directly informs the evaluation requested by the Psychological Health Center of Excellence to respond, in part, to monitor progress towards the CAP-G. Information collected is intended to inform our understanding of how effective campaign materials can be in positively shifting attitudes, perceptions, beliefs, and intentions related to mental health and mental health treatment and reducing barriers to mental health care. Providing this information to the campaign will allow proximally for campaign improvement and distally for improved mental health for service members and veterans. The information collected in this study will inform a report for the Real Warriors staff and supervisors within DoD. The report will only be shared with the Real Warriors staff and supervisors for the purposes of improving their efforts. Due to limitations associated with online panel surveys like KnowledgeNetworks, the results will not be released to the public or used to indicate program effectiveness to any parties outside of DoD.

3. Use of Information Technology

100% of responses will be collected electronically because our data collection is conducted through an existing nationwide survey panel (the GfK KnowledgePanel[®]), and all aspects of data collection (e.g., recruitment, consent, completing the study) occur online.

4. Non-duplication

The information obtained through this collection is unique and is not already available for use or adaptation from another cleared source.

5. Burden on Small Businesses

This information collection does not impose a significant economic impact on a substantial number of small businesses or entities.

6. Less Frequent Collection

This request is for a one-time data collection. If the data does not get collected, we will not have the needed number of responses to give us the power to do the proposed analyses.

7. Paperwork Reduction Act Guidelines

This collection of information does not require collection to be conducted in a manner inconsistent with the guidelines delineated in 5 CFR 1320.5(d)(2).

8. Consultation and Public Comments

Part A: PUBLIC NOTICE

A 60-Day Federal Register Notice (FRN) for the collection published on (Day of the Week, Month Day, Year). The 60-Day FRN citation is (volume number) FRN (Page number).

(P): *If you did not receive any comments on your 60-Day FRN, please state (ST):* No comments were received during the 60-Day Comment Period.

(P): *If you did receive comments on your 60-Day FRN, please state (ST):* (# of comments received) comments were received during the 60-Day Comment Period. They are included below in the order they were received, as well as our Agency's response to the comment.

A 30-Day Federal Register Notice for the collection published on (Day of the Week, Month Day, Year). The 30-Day FRN citation is (volume number) FRN (Page number).

Part B: CONSULTATION

In addition to consulting with the sponsoring Agency, we sought input from several additional sources. We orchestrated a video teleconference with ten experts from within RAND. We conducted 30-60 minute, semi-structured telephone interviews with eight nationally and internationally known experts external to RAND. We consulted the CAP-G Barriers to Care workgroup, as well as staff from the Real Warriors campaign.

9. Gifts or Payment

Incentives for some web surveys have been found to reduce refusals, increase the odds ratio of starting, and completion.¹ The survey vendor, GfK, offers an incentive program for KnowledgePanel[®] participants. Respondents to the GfK's surveys receive points for each survey they complete. Points can be redeemed for cash, merchandise, gift cards, or game entries. Additionally, members may also enter special sweepstakes (with both cash rewards and other prizes) that operate using a point system. Through taking the survey, participants will be offered points that they can accumulate or redeem for cash, merchandise, gift cards, or sweepstakes opportunities. For a 15-20 minute survey, participants are typically credited with 5,000 to 10,000 points, which roughly equates to \$5 to \$10 depending on the type of award selected by respondents when redeeming.

10. Confidentiality

A Privacy Act Statement is not required for this collection because we are not requesting individuals to furnish personal information for a system of records.

A System of Record Notice (SORN) is not required for this collection because records are not retrievable by PII.

A Privacy Impact Assessment (PIA) is not required for this collection because PII is not being collected electronically.

Records Retention and Disposition:

"Records will be maintained in accordance with the following approved schedule:

- Subject: Quality Assurance Studies and Analyses of Healthcare Quality.
- Description: Studies and evaluations on a "when required" basis, not resulting in issuance of new standards.
- Disposition: Destroy when 5 years old.
- OSD RCS Series #: 905-02.2
- NARA Authority: NC1-330-77-5"

¹ Singer and Ye (2013), The Use and Effects of Incentives in Surveys, Annals of the American Academy of Political and Social Science, 645(1): 112-141.

All KnowledgePanel® panelists are given a link to access the privacy terms electronically at all times via the Panel Member website and also are able to review it at any time on the Members Page and in links contained in survey invitations. The Privacy and Terms of Use Policy is posted at <http://www.knpanel.com/participate/privacy2.html>; a section of which is copied below for quick reference. Though GfK reserves the right to amend and update their privacy policy at any time, as of their May 15th 2018 version, GfK's use of personal data statement reads:

“We do not collect and process more or other types of personal data than are necessary to fulfill the respective purposes. We will only use personal data as set forth in this privacy policy, unless you have specifically provided your consent to another use of your personal data. If we intend to use your personal data that we process with your consent for purposes other than communicated in such consent, we will inform you in advance and, in cases where the processing is based on your consent, use your personal data for a different purpose only with your permission.”

Within GfK, all records containing personally-identifiable information (PII), such as names, addresses, and emails, are kept on physically secure password-protected encrypted data storage systems within actively monitored network firewalls. All data transfers from web-enabled devices (personal computers and laptops used for survey administration) to the main servers are protected by data encryption and a network firewall. Any subcontractors or service providers that we may retain who handle PII and/or survey response data are subject to confidentiality and non-disclosure agreements.

GfK uses organizational controls including pseudonymous identifiers to segregate data and restrict access on a need-to-know basis. A master file linking research participants' names and addresses with their corresponding internally-generated ID numbers is kept secure with access limited to Panel Management staff members and IT administrators who must have access to maintain the computer systems. Thus, researchers, data processing, or coding staff who have a business need to analyze participant-level survey data are able to do so without seeing participants' PII. GfK's database contains field-specific permissions that restrict access to data by type of user, as described above, thus preventing unauthorized access.

Concerning records retention and disposition, de-identified data delivered to RAND by GfK will be stored on the project Teamspace site, accessible only to authorized project staff.

Following analysis, the report for Real Warriors staff and supervisors will be prepared. This reports will only contain aggregated data – no statistics will be presented for cell sizes of fewer than 10 respondents.

11. Sensitive Questions

The RAND survey includes several sensitive questions, including those about mental health, legal and illegal substance use, and physical health. These questions are asked because they are critical to understanding how effective mental health public awareness campaigns can

be at changing negative attitudes and perceptions related to mental health and treatment and increasing intentions to seek mental health care if needed. Responses to sensitive questions will be incorporated into analyses to determine whether the campaigns are differentially effective for those with and without mental health or substance use disorders. Questions about physical health will serve as control variables in analyses.

12. Respondent Burden and its Labor Costs

a. Estimation of Respondent Burden

1a. Study Participation via GfK Knowledge Panel Pre Survey

- a. Number of Respondents: 2,772
- b. Number of Responses Per Respondent: 1
- c. Number of Total Annual Responses: 2,772
- d. Response Time: 2 minutes
- e. Respondent Burden Hours: 92.4 hours

1b. Study Participation via GfK Knowledge Panel Survey

- a. Number of Respondents: 2,772
- b. Number of Responses Per Respondent: 1
- c. Number of Total Annual Responses: 2,772
- d. Response Time: 17 minutes
- e. Respondent Burden Hours: 785.4 hours

1c. Study Participation via GfK Knowledge Panel Post Survey

- a. Number of Respondents: 2,772
- b. Number of Responses Per Respondent: 1
- c. Number of Total Annual Responses: 2,772
- d. Response Time: 1 minute
- e. Respondent Burden Hours: 46.2 hours

2. Total Submission Burden

- a. Total Number of Respondents: 2,772
- b. Total Number of Annual Responses: 1
- c. Total Respondent Burden Hours: 924 hours

b. Labor Cost of Respondent Burden

1a. Study Participation via GfK Knowledge Panel Pre Survey

- a. Number of Total Annual Responses: 2,772
- b. Response Time: 2 minutes
- c. Respondent Hourly Wage: \$36.32
- d. Labor Burden per Response: \$1.21
- e. Total Labor Burden: \$3,355.97

1b. Study Participation via GfK Knowledge Panel Survey

- a. Number of Total Annual Responses: 2,772
- b. Response Time: 17 minutes
- c. Respondent Hourly Wage: \$36.32
- d. Labor Burden per Response: \$10.29
- e. Total Labor Burden: \$28,525.73

1c. Study Participation via GfK Knowledge Panel Post Survey

- a. Number of Total Annual Responses: 2,772
- b. Response Time: 1 minute
- c. Respondent Hourly Wage: \$36.32
- d. Labor Burden per Response: \$0.61
- e. Total Labor Burden: \$1,677.98

2. Overall Labor Burden

- a. Total Number of Annual Responses: 2,772
- b. Total Labor Burden: \$33,559.68

The mean hourly wage of \$36.32 was used in calculations because \$36.32 was reported by the U.S. Department of Labor Bureau of Labor Statistics as the average employer costs for employee compensation per hour worked in December 2019. This information was obtained from a news release issued in March 2019 and available at <https://www.bls.gov/news.release/pdf/ecec.pdf>.

13. Respondent Costs Other Than Burden Hour Costs

There are no annualized costs to respondents other than the labor burden costs addressed in Section 12 of this document to complete this collection.

14. Cost to the Federal Government

a. Labor Cost to the Federal Government

1. Study Participation via GfK Knowledge Panel (Includes Pre Survey and Post Survey)

- a. Number of Total Annual Responses: 0
- b. Processing Time per Response: 0 hours
- c. Hourly Wage of Worker(s) Processing Responses: \$58.02²
- d. Cost to Process Each Response: \$0
- e. Total Cost to Process Responses: \$0

2. Overall Labor Burden to Federal Government

² Hourly wage is based upon the 2019 General Schedule yearly pay table for GS-14 Step 2 federal employee in the Washington, DC area (<https://www.generalschedule.org/localities/washington-dc>) divided by 2,087-Hour Divisor (<https://www.opm.gov/policy-data-oversight/pay-leave/pay-administration/fact-sheets/computing-hourly-rates-of-pay-using-the-2087-hour-divisor/>)

- a. Total Number of Annual Responses: 2,772
- b. Total Labor Burden: \$3,470.13³

Because all processing labor will be done exclusively by research staff at the RAND Corporation, there is no processing time per response by the federal government. Government is responsible for reviewing and approving all study documents as well as the licensure process therefore there is a total labor burden reflected.

b. Operational and Maintenance Costs

- a. Equipment: \$0
- b. Printing: \$0
- c. Postage: \$0
- d. Software Purchases: \$0
- e. Licensing Costs: \$0
- f. Other (Labor): \$304,361
- g. Other (Travel): \$3,480
- h. Other (Computing): \$12,779
- i. Other (Operational): \$11,439
- j. Other (Subcontract): \$1,440,227
- g. Total: \$1,772,286

- 1. Total Operational and Maintenance Costs: \$1,772,286
- 2. Total Labor Cost to the Federal Government: \$3,470.13
- 3. Total Cost to the Federal Government: \$1,774,366.82

15. Reasons for Change in Burden

This is a new collection with a new associated burden.

16. Publication of Results

DoD will use the findings from these analyses to improve their mental health public awareness campaigns. The findings from these analyses will only be shared through a report from RAND to Real Warriors staff and supervisors within DoD for quality improvement purposes.

The figure below illustrates the timeline for activities related to this collection, including recruitment of participants, data collection, data analysis, and publication.

Project Timeline

Activity	Time Schedule*
----------	----------------

³ Total labor burden is calculated by taking hourly wage and an anticipated time commitment over a calendar year. Hourly wage is based upon the 2019 General Schedule yearly pay table for GS-14 Step 2 federal employee in the Washington, DC area (<https://www.generalschedule.org/localities/washington-dc>) divided by 2,087-Hour Divisor (<https://www.opm.gov/policy-data-oversight/pay-leave/pay-administration/fact-sheets/computing-hourly-rates-of-pay-using-the-2087-hour-divisor/>)

Survey Recruitment	1 month after OMB approval
Survey Data Collection	2-6 months after OMB approval
Data Analysis	6-12 months after OMB approval
Publication of results (RAND report to Real Warriors supervisor and staff only)**	18-24 months after OMB approval

*Staying on this schedule is contingent upon timely receipt of data.

**Since this report will not be shared with the public, it will not be professionally copy-edited prior to publication.

17. Non-Display of OMB Expiration Date

We are not seeking approval to omit the display of the expiration date of the OMB approval on the collection instrument.

18. Exceptions to “Certification for Paperwork Reduction Submissions”

We are not requesting any exemptions to the provisions stated in 5 CFR 1320.9.