

SAMHSA's Publications and Digital Products Website Registration Survey

Supporting Statement

A. Justification

1. Circumstances of Information Collection

The Substance Abuse and Mental Health Services Administration (SAMHSA) is requesting OMB approval for a reinstatement of SAMHSA's Publications and Digital Products Website Registration Survey, formally under the approved Behavioral Health Web Site and Resources data collection OMB No. 0930-0313, which expired on September 30, 2019. SAMHSA is tasked under 42 UCS § 290aa with developing and distributing materials for the prevention, treatment, and recovery from mental and/or substance use disorders. To improve customer service and lessen the burden on the public to locate and obtain these materials, SAMHSA has developed a Website that includes more than 500 free publications and digital products from SAMHSA.

When a member of the public chooses to order hard-copy publications, it is necessary for SAMHSA to collect certain customer information in order to fulfill the request. To further lessen the burden on the public and provide the level of customer service that the public has come to expect from product websites, SAMHSA has developed a voluntary registration process for its publications and digital services Web site that allows customers to create accounts. Through these accounts, SAMHSA customers can access their order histories and save their shipping addresses. This reduces the burden on customers of having to re-identify materials they ordered in the past and to re-enter their shipping information each time they place an order with SAMHSA. During the customer account registration process, SAMHSA will ask customers to provide optional demographic information that helps SAMHSA evaluate the use and distribution of its publications and improve services to the public.

[TITLE 42 > CHAPTER 6A > SUBCHAPTER III-A > Part A > § 290aa](#). Substance Abuse and Mental Health Services Administration: The Secretary, acting through the Administrator, shall—(16) maintain a clearinghouse for substance use and mental health information to assure the widespread dissemination of such information to States, political subdivisions, educational agencies and institutions, treatment providers, and the general public.

2. Purpose and Use of Information

As part of the website registration process, SAMHSA will collect customer information such as name, mailing address, telephone number, and email address. SAMHSA will also collect optional customer demographic information, such as affiliation, SAMHSA grantee identification information, and reasons for interest in mental and substance use disorders information. SAMHSA will use this information to conduct customer analyses that inform materials development, assist in forecasting inventory needs, and identify additional ways SAMHSA can improve customer service.

3. Use of Information Technology

SAMHSA collects all customer information for website registration via a series of web forms on the samhsa.gov domain. Customers can submit the web forms at their leisure, or call SAMHSA's toll-free Contact Center and an information specialist will submit the forms on their behalf. SAMHSA is collecting all customer information electronically in order to reduce the burden on the respondent and streamline the data-capturing process.

4. Efforts To Identify Duplication

Registering with the SAMHSA product website is a transactional process initiated by the customer; therefore, there are no existing datasets—public or private—that can be substituted for this information collection process.

5. Involvement of Small Entities

The collection of information has no impact on small businesses or small entities.

6. Consequences if Information Collected Less Frequently

Registrations for the SAMHSA Publications and Digital Product website is only submitted once, so they cannot be collected less frequently. Customers will occasionally submit changes to registration information, for example, when their mailing address, email address, or organization affiliation changes.

7. Consistency With the Guidelines in 5 CRF 1320.5(d)(2)

No special circumstances occur in the information collection. Registration is voluntary.

8. Consultation Outside the Agency

A notice soliciting public comment on the collection of this information was published in the Federal Register on November 8, 2019 (84 FR 60403). No comments were received.

9. Payment to Respondents

SAMHSA does not provide any payment or gift to respondents for submitting this information.

10. Assurance of Confidentiality

SAMHSA's privacy policy is that the data is kept private to the extent of the law. The product Website, reads as follows:

You do not have to give us personal information to visit our website. If you choose to provide us with additional information about yourself through an email message, form, survey, etc., we will maintain only the information as long as needed to respond to your question or to fulfill the stated purpose of the communication. However, all communications addressed to SAMHSA or the SAMHSA Webmaster are maintained, as required by law, for historical purposes. These communications are archived on a monthly basis, but also are protected by the Privacy Act, which restricts our use of them yet permits certain disclosures.

SAMHSA does not disclose, give, sell, or transfer any personal information about our visitors unless required for law enforcement or statute.

This site is maintained by the U.S. Government. It is protected by various provisions of Title 18, U.S. Code. Violations of Title 18 are subject to criminal prosecution in Federal court. For site security purposes, and to ensure that this service remains available to all users, we employ software programs to monitor traffic in order to identify unauthorized attempts to upload or change information or otherwise cause damage. In the event of authorized law enforcement investigations, and pursuant to any required legal process, information from these sources may be used to help identify an individual.

Information originally collected in traditional paper systems can be submitted electronically (i.e., electronic commerce transactions and information updates about eligibility benefits). Electronically submitted information is maintained and destroyed pursuant to the Federal Records Act, and in some cases may be subject to the Privacy Act. If information that you submit is to be used in a Privacy Act system of records, there will be a Privacy Act Notice provided.

11. Questions of a Sensitive Nature

SAMHSA does not request information of a sensitive nature for this information collection.

12. Estimates of Annualized Hour Burden

SAMHSA estimates the burden of this information collection as follows:

Table 1. Estimated Annual Reporting Burden							
	No. of Respondents	Annual Frequency per Response	Total Annual Responses	Hours per Response	Total Hours	Hourly Wage Cost	Total Hour Cost
Website Registration Survey	21,082	1	21,082	0.033	696	\$25	\$17,400

SAMHSA bases its estimated number of respondents for Website registration on the average annual number of new registrations in 2014. To determine the range of hours per response, SAMHSA sampled nine potential respondents and averaged their submission times.

13. Estimates of Annualized Cost Burden to Respondents

SAMHSA anticipates no additional cost burden to respondents or record keepers beyond that which results from its usual business or private practices. There are no capital costs, operating costs, or maintenance costs associated with this information collection.

14. Estimates of Annualized Cost to the Government

SAMHSA estimates that 96 contractor staff person hours per year are needed to maintain website registration records in the Knowledge Management database. Using an hourly wage of \$64.23 per hour, SAMHSA estimates the total average annual contractor staff cost to be \$6,166.08.

SAMHSA estimates that the total annual federal government staff cost for monitoring the registration and data management processes is \$1,052.

The total estimated federal and contractor staff cost for this data collection is \$7,218.08.

SAMHSA does not anticipate any equipment maintenance costs.

15. Changes in Burden

There is no burden change.

16. Time Schedule, Publication and Analysis Plans

No comprehensive tabulation of the data is planned or anticipated.

17. Display of Expiration Date

SAMHSA will display the OMB approval date.

18. Exceptions to Certification Statement

SAMHSA is not requesting any exceptions.

B. Collections of Information Employing Statistical Methods.

No statistical methods are employed for this data collection.

List of Attachments

Attachment 1 Screen Shot of SAMHSA Publications Web Site Registration Survey