

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 2010-0042)

TITLE OF INFORMATION COLLECTION:

Pretesting Outreach and Web Materials for Fish Consumption Advisories

PURPOSE:

EPA has developed two primary images (“simple fish” and “fish piece”) to convey the fish parts that should and should not be eaten, if they contain contamination. Each primary image has four variations (color, black and white, no words, plain language labels) resulting in a total of eight images.

The ultimate goal for the final images is to make them publicly available for others to use when developing fish consumption advisories by posting them on the EPA’s website for the fish advisory program. Therefore, anyone, including state/tribal fish consumption advisory managers, can download them and post them to their respective websites or include them on risk communication materials such as brochures, posters or signs.

Prior to making them publicly available, the images need to be pretested with the primary audiences (i.e., individuals who cook and eat the fish they catch or individuals who receive or buy locally caught fish from others to eat) to ensure they are understood as intended. EPA will pretest the images with both individuals who speak English and individuals whose first language is not English (e.g., Spanish, Tagalog, Hmong, Vietnamese, Chinese, Korean, Arabic, French, Cambodian, Portuguese, Russian, German, Haitian Creole, Hindi, Italian, and Polish).

DESCRIPTION OF RESPONDENTS:

Members of the public who cook and eat the fish they catch OR who receive or buy locally caught fish from others to eat.

TYPE OF COLLECTION: (Check one)

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

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? Yes No

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals	44	1 hour	44 hours
Totals			

FEDERAL COST: The estimated annual cost to the Federal government is \$63,333_____

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

1. 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?

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[] Web-based or other forms of Social Media
[] Telephone
[x] In-person
[] Mail
[x] Other, Explain Due to Covid-19 some interviews/focus groups may have to be conducted virtually.
2. Will interviewers or facilitators be used? [x] Yes [] No

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

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: _____ Sharon Frey _____