

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: Focus Groups with the General Public to Test Understanding and Resonance of Temporomandibular Disorders Brochure (NIDCR)

PURPOSE:

The National Institute of Dental and Craniofacial Research (NIDCR) is seeking to test the understanding and resonance of their Temporomandibular Disorders (TMD) brochure among its target audience (representatives of the general public diagnosed with TMD). To do so, NIDCR and their contractor will conduct six 60-minute virtual (online/by phone) 3- to 4-person focus groups with this audience. Focus group findings will inform updates and enhancements to the TMD brochure; and ultimately ensure the resource is clearly communicating its information to the NIDCR’s intended audience.

Upon Office of Management and Budget approval, recruitment and implementation of these focus groups will occur over a maximum of 4 weeks. More specifically:

- A professional recruitment vendor will screen and recruit 24 total participants within a two-week period.
- NIDCR’s contractor will then conduct focus groups over a 1- to 2-week period. No more than 2 focus groups will occur per day.

Upon the conclusion of focus groups, NIDCR’s contractor will analyze and summarize focus group findings; and provide actionable recommendations for updating the TMD brochure.

DESCRIPTION OF RESPONDENTS:

Respondents will include up to 24 men and women representatives from the general public who have been diagnosed by a healthcare provider with TMD within the last 5 years (2015 to present).

More specifically, our professional recruitment vendor will seek to recruit the following:

- Up to 16 total women* with a mix of education levels (8 women participants with no more than a high school degree; 8 women participants with a 4-year college degree or more.)
- Up to 8 men with a mix of education levels (4 men participants with no more than a high school degree; 4 men participants with a 4-year college degree or more.)

*NOTE: According to disease prevalence data, more women than men have TMD, thus we will seek to recruit more women than men for these focus groups.

Across groups we will aim to recruit a mix of geographic representation (e.g., states; regions; urban; suburban; rural); race/ethnicity; and age.

Participants will be asked to read the NIDCR TMD brochure before the discussion. The homework instructions and brochure, together, will be mailed to them by the professional recruitment vendor. This pre-focus group review will take approximately 30 minutes. Participants will then be asked to join the virtual 60-minute discussion prepared to provide feedback about the brochure.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group
- Customer Satisfaction Survey
- Small Discussion Group
- 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.

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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, 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 No

Gifts or Payments:

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

We propose providing an incentive to all focus group participants of \$75. The proposed incentive amount has been shown to be effective by Federal agencies for focus group activities, offsetting the challenges for these audiences to participate in a focus group. Expenses incurred by participants include childcare, among others, for both participating in the pre-discussion homework (estimated to take 30 minutes) and the focus group (60 minutes). Incentives ensure timely recruitment and decrease no-show rates.

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	Form Name	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals or Households	Screenner	48	1	10/60	8
Individual or Households	Informed Consent	24	1	5/60	2

Individual or Households	Homework Instructions and TMD Brochure	24	1	30/60	12
Individuals or Households	Moderator's Guide	24	1	60/60	24
Totals			24		46

COST FOR RESPONDENT

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals or Households	46	\$24.98	\$1,149.08
Totals			\$1,149.08

*Cite source per bls.gov if applicable

March 2020 National Occupational Employment and Wage Estimates, United States. Bureau of Labor Statistics. United States Department of Labor. Retrieved at https://www.bls.gov/oes/current/oes_nat.htm#00-0000.

FEDERAL COST: The estimated annual cost to the Federal government is
 \$24,448

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Bilingual Public Health Educator	13/04	112,930.00	2		\$2,259
Contractor Cost					\$22,189
Travel					
Other Cost					
Total					\$24,448

*the Salary in table above is cited from <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2020/DCB.pdf>

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?

NIDCR will take a two-pronged approach to recruiting potential participants. All efforts include drawing potential participants from a non-probability convenience sample.

- NIDCR will use a professional recruitment vendor to identify, screen, and recruit potential participants for the six virtual focus groups using their existing opt-in databases.
- NIDCR will supplement the professional recruitment vendor's efforts by sharing the focus group opportunity with the TMJ Association and its patient members. Using the language provided in Attachment 4: Outreach Language of this package, the TMJ Association will directly share this opportunity to its patient members, as well as post it on their website. Any TMJ Association patient members who may wish to participate in a focus group will be provided to the professional recruitment vendor for screening and scheduling.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

[X] Web-based or other forms of Social Media: To conduct discussions via WebEx, a web conferencing software.

[X] Telephone: To screen potential participants and conduct discussions (for those with no internet access).

[] In-person

[] Mail

[] Other, Explain

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