

GEN IC JUSTIFICATION

OSHA is utilizing 2 revised ICs for the 2019 Safe and Sound campaign, The Safe + Sound Week Event Registration Form and the Safe + Sound Week Event Feedback Form. In 2019, we plan to use both forms in the same manner as used with the 2018 form.

After the analyst of last year's 2018 S+S Week, which included data collection with the currently approved forms and feedback from participants and partners, we determined that changes were necessary in the new set of forms for the effective assessment and improvement of the program. The changes to the approved forms, as well as our justification for these non-substantive changes, are provided below. All of the question numbers referenced below are based on the numbering in the revised forms; however, there are several circumstances where the question number from the currently approved form is also highlighted for clarity (e.g., "previously question...").

Safe + Sound Week Event Registration Form

Description of Changes: While the Safe + Sound Week registration process will remain the same in 2019, we received feedback from participants of the 2018 campaign about the form that was used for the event registration. We also have a better understanding of what questions may have been confusing or did not result in the type of information we were intending to collect with the previous questions. Due to this experience, we want to use the revised form to improve participants' experience and collect information that will allow us to make program improvements. Specific changes include:

- Changing the flow of the form
- Adding question 1 (in place of previous question 7, which has been removed)
- Modifying the industry drop-down list in question 3
- Removing zip code from question 6
- Adding questions 8, 9
- Providing additional options for participants to share particular information publicly about their events

Justification: Changing the flow of the form and streamlining the industry-drop down will help improve the participant experience and eliminate the confusion that some participants experienced when completing the form in 2018. We also found that limited choices for making event information publicly available hindered participants' willingness to complete the form. As a result, providing additional options for participants to opt-in to share particular information publicly will likely increase participants' willingness to complete the form.

The addition of question 8 will help us improve our communications and program offerings by allowing us to identify which communications channels participants are using to find out about our events. The addition of question 9 will help us develop more targeted content that is appropriate for particular audiences (i.e., tailoring presentations and suggested activities to participants' level of safety and health knowledge and sophistication). Questions like these, designed to improve communications for events, are within the scope of the currently approved

paperwork package. In particular, question 8 was approved for use in another form in this package (Safe + Sound Week feedback form) and asked in 2018. The information we received from this question (used only internally) helped us conduct more effective outreach to participants and would have similar value if asked at different times of the year for different types of events. We plan to use information collected from additional questions 8 and 9 for internal program evaluation only. The burden hours specified in the table should cover the number of respondents we expect to complete this form.

Safe + Sound Week Event Feedback Form

Description of Changes: While the Safe + Sound Week feedback process will remain the same in 2019, we received feedback from participants about the form that was used for event feedback last year in 2018. We also have a better understanding of what questions may have been confusing or did not result in the type of information we were intending to collect with the previous questions. Due to this experience, we have revised this form to improve participant experience and collect information that will allow us to make program improvements. Specific changes include:

- Modifying the industry drop-down list in question 2
- Removing zip code from question 5
- Modifying the language of question 8, but asking for the same type of information
- Adding question 9
- Streamlining questions that ask about participation experience (previously 9, 11, 12, 13, 14; now 11-13)
- Adding more context prior to question 14, but asking the same question (previously question 15)

Justification: Streamlining the industry-drop down, modifying the language of question 8 and 14, as well as streamlining questions that ask about participation experience will help improve the participant experience and eliminate the confusion that some participants experienced when completing the form in 2018.

The addition of question 9 will help us improve our communications and program offerings by allowing us to identify what is motivating participants to join events and develop more targeted content that is appropriate for these audiences. Questions like this one, designed to improve communications for events and learn more about what participants did and outcomes of their participation, are within the scope of the currently approved paperwork package. We plan to use information collected from additional question 9 for internal program evaluation only. The burden hours specified in the table should cover the number of respondents we expect to complete this form.

We would appreciate it if OIRA could provide us with their full consideration and act on our request within 2 weeks of our submission in order to allow our contractor enough lead time to make the changes to the web-based forms. We plan to launch the registration form by July 1st (at the latest) and the feedback form around August 5th. The Safe + Sound Week event will be held August 12-18, 2019.

Under this GEN IC, OSHA will be using 5,000 responses and 459 burden hours.

Estimated Annualized Respondent Hour Burden

Activity	Number of Respondents	Number of Responses per Respondent	Total Number of Responses	Burden per Respondent (in Hours)	Total Burden Hours
Safe + Sound Week Pre-Registration	2,500	1	2,500	1/60	42
Safe + Sound Week Feedback	2,500	1	2,500	10/60	417
Totals	5,000		5,000		459