

United States Food and Drug Administration
Generic Clearance: Customer Satisfaction Surveys
OMB Control Number 0910-0360
Gen IC Request for Approval

The generic clearance will only be used for customer satisfaction and website usability surveys where FDA seeks to gather information that is planned for internal use only, and can provide a justification for qualitative or anecdotal collections that may nonetheless produce useful information for program and service improvement.

TITLE OF INFORMATION COLLECTION: Customer Satisfaction Surveys for FDA Food Safety Culture Webinar Series

DESCRIPTION OF THIS SPECIFIC COLLECTION

1. Statement of need:

The Food and Drug Administration (FDA) launched the New Era of Smarter Food Safety Blueprint in July 2020. The blueprint outlines a ten-year plan to create a safer food system. One of the four core elements of the blueprint is supporting and promoting food safety cultures on farms, in food facilities, and in homes. Food Safety Culture is one of the core elements in FDA's New Era of Smarter Food Safety blueprint, which states that dramatic improvements in reducing the burden of foodborne illness cannot be made without doing more to influence the beliefs, attitudes, and, most importantly, the behaviors of people and the actions of organizations. Specifically, the blueprint seeks to reduce the burden of foodborne illness by influencing the beliefs, attitudes, behaviors and actions of people and organizations. Additional information about this initiative can be found on our website at: <https://www.fda.gov/food/new-era-smarter-food-safety/new-era-smarter-food-safety-blueprint>.

The U.S. Food and Drug Administration and the Alliance to Stop Foodborne Illness, a non-profit public health organization, are collaborating on a webinar series that explores food safety culture component of the blueprint. We seek to engage experts from the public and private sectors in a collaborative exchange of ideas and experiences during these webinars. The discussion will focus on the importance of a robust food safety culture to help ensure safe food production. The webinars will provide information to both experts and those seeking to learn about food safety culture.

The webinars are expected to engage experts from the public and private sectors in a collaborative exchange of ideas and experiences related to the importance of a robust Food Safety Culture in helping to ensure safe food production.

FDA's Food Safety Culture Workgroup seeks approval to gather information from webinar participants through FDA Food Safety Culture Webinar Customer Satisfaction Surveys. These surveys will gauge participant reaction to and assess satisfaction with the webinars. The surveys will also allow us to learn participant preferences for future food safety culture webinars.

2. Intended use of information:

The information will help the FDA Food Safety Culture Workgroup learn whether the webinars are satisfactory to the participants, whether any changes are necessary, and whether there is a groundswell of interest in a particular topic within Food Safety Culture that should be considered for future webinars in the series.

3. Description of respondents:

Respondents take the FDA Food Safety Culture Webinar Customer Satisfaction Surveys voluntary. Respondents will be individuals who registered for and attended the webinar. These individuals will be from industry, government, academia, the media, and the general public; anyone with an interest in the food safety culture webinar.

4. Date(s) to be Conducted:

Quarterly, following OMB approval until October 31, 2023. We anticipate that there will be approximately 7 webinars being presented between now and October 31, 2023.

5. How the Information is being collected:

The information will be collected through voluntary customer satisfaction surveys administered online following the close of an FDA and Alliance to STOP Food Safety Culture Webinar.

The respondent will receive an email request (the address taken from registration for the webinar) to complete the survey at the close of the Webinar.

6. Confidentiality of Respondents:

No personally identifying information will be requested on the survey.

7. Amount and justification for any proposed incentive

No incentives will be offered to respondents of the FDA Food Safety Culture Webinar Customer Satisfaction Surveys.

8. Questions of a Sensitive Nature (Data will be kept private to the extent allowed by the law)

No questions of a sensitive nature will be included on the FDA Food Safety Culture Webinar Customer Satisfaction Surveys.

9. Description of Statistical Methods

Frequencies and percentages will be generated from the quantitative questions and verbatim responses will be compiled from the open-ended text boxes.

BURDEN HOUR COMPUTATION (Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours):

Type/Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
FDA Food Safety Culture Webinar Customer Satisfaction Survey	5,000 ¹	2	167

¹ 5,000 respondents represent the total number of expected respondents to the customer satisfaction survey to improve the webinars for all webinars. We estimate we will conduct seven webinars, and each webinar is expected to have 2,000 attendees with approximately one-third of the attendees (714) responding to the customer satisfaction survey.

REQUESTED APPROVAL DATE: 4-23-2022

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