

# **Look Beneath the Surface (LBS) Campaign Stakeholder Feedback Interviews**

**Formative Data Collections for Program Support**

**0970 - 0531**

## **Supporting Statement Part B – STATISTICAL METHODS**

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Submitted By:  
Office on Trafficking in Persons  
Administration for Children and Families  
U.S. Department of Health and Human Services

The purpose of the proposed information collection is to solicit feedback from users and stakeholders of *Look Beneath the Surface (LBS)* Anti-Trafficking campaign materials. Through qualitative interviews, OTIP can better understand how *LBS* campaign materials have been used in the past, how these materials have and have not been useful, and other perspectives on how these materials might be modified to be most responsive to the needs of key users and stakeholders. These insights will inform updates to existing *LBS* campaign materials, the larger *LBS* campaign strategy, and learning agenda/research priority actions related to primary prevention and demand reduction through communications and outreach.

OTIP will employ basic statistical methods (descriptive statistics) to cull insights from the *LBS* campaign interviews. No inferential statistical tests will be conducted, nor will sophisticated statistical techniques (e.g., sampling plans, imputation or other missing data adjustments and statistical estimation techniques) be applied; therefore, this section is not addressed below.

## **1. Respondent Universe and Sampling Methods**

Respondents include state, tribal, and local government employees, federal contractors, and grant recipients, as well as health and behavioral healthcare providers, social service professionals, child welfare system workers, and public health professionals who interact with those at risk for trafficking/with lived experience.

OTIP works closely with state, tribal, and local government employees, federal contractors, and its grant recipients and contractors, including those who run the National Human Trafficking Hotline (NHTH) and the National Human Trafficking Training and Technical Assistance Center (NHTTAC). OTIP also maintains working relationships allied professionals who provide services to those who are at-risk of experiencing trafficking or with lived experience. OTIP will identify individuals in its network to invite to participate in this collection. Potential participants will receive information about the collection via phone or email and will be invited to participate in an interview. Other potential respondents may be referred by individuals in OTIP's network and via Internet searches for individuals who work for or are affiliated with organizations in relevant fields.

## **2. Procedures for the Collection of Information**

OTIP has contracted with the Schatz Strategy Group (Schatz) to conduct the interviews. If individuals consent to participate, Schatz will schedule an appropriate time for the conversation and conduct the interview. With the interviewee's consent (obtained verbally) an audio recording will be made to assist in note-taking. All interviews will be conducted online via Zoom or a similar platform. Schatz will prepare detailed notes from each session to assist in reporting. Data will be analyzed thematically, looking for patterns in feedback across interviews significant trends and major findings that may help to address key research questions. Schatz will prepare a short report (two to three pages in length) for OTIP that details high-level findings within three business days of completing the final interview within each respondent type. Findings from all interviews will be included in a full market research report, which will include detailed content recommendations for the *LBS* campaign materials. This final report is for ACF's internal

planning purposes, but will inform the LBS campaign materials, which will be made public after a period of peer-review by expert consultants with lived experience.

### **3. Methods to Maximize Response Rates and Deal with Nonresponse**

All interviews are voluntary. Through the interviews conducted as part of this formative market research, no inferential statistical tests will be conducted, nor will sophisticated statistical techniques be applied. OTIP will not draw statistical conclusions about how any audience perceives LBS campaign materials or suggest that the perspectives of any one respondent interviewed fully represent their audience type. Additional methods to maximize response rates or deal with nonresponse are not applicable.

### **4. Test of Procedures or Methods to be Undertaken**

No testing is required.

### **5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data**

The organization responsible for collecting and analyzing the data is the Office on Trafficking in Persons. For questions related to statistical methods, please contact Vera J. Soto, MPA, Research and Data Collection Analyst at [Vera.Soto@acf.hhs.gov](mailto:Vera.Soto@acf.hhs.gov) or (202) 527-5407.