

Request for Approval under the “Fast Track Generic Clearance for the Collection of Routine Customer Feedback”

TITLE OF INFORMATION COLLECTION:

CPSC Message Frame Testing Focus Groups

UPDATE:

Due to the Corona Virus, the focus groups for this project will be conducted on-line as opposed to in-person. The number of respondents will be reduced from 64 to 54 and the burden hours will decrease from 96 to 81 hours. Content of the focus group discussions will not change due to this adjustment, as content that was going to be covered during worksheet activities has now been incorporated into the discussion guide.

PURPOSE:

These focus groups will be conducted for the U.S. Consumer Product Safety Commission (CPSC). The primary purpose of these focus groups is to test warning label message frames to determine which messaging approach resonates best with the target audience, which nuances resonate with consumers most, and which message frames are most likely to influence the consumers; behavior, before any refinements are made to existing warning label copy. Specific topic areas of interest include which message frame has the most potential to influence safe product usage; what potential unintended consequences might arise in the frames being tested; how clear, resonant, persuasive, believable, and motivating each message frame is; which frames would change caregivers’ perceptions of safety messaging; and which frames would make caregivers more likely to adhere to safety messaging or change their behavior. Findings from these focus groups will be used to inform recommendations for warning label refinement and enhancement, which will eventually be tested in an online survey.

BACKGROUND:

According to the 2017 Nursery Products Annual Report,¹ CPSC staff has received reported of a total of 284 deaths—an annual average of 95 deaths—associated with nursery products for the 3-year period from 2012 to 2014. Of these 284, sleep products account for about three-quarters of the deaths (209 fatalities). Specifically:

- About 38 percent (109 total, or an annual average of 36) were associated with cribs/mattresses.
- Bassinets/cradles accounted for 19 percent (53 total, or an annual average of 18) of the reported deaths.
- Playpens/play yards were associated with 17 percent (a total of 47 or an annual average of 16) of the reported deaths.

An additional 12 percent of fatalities involved hand-held carriers and bouncer seats, often when the infant fell asleep in the product.

¹ https://www.cpsc.gov/s3fs-public/Nursery-Products-Annual-Report-2017_0.pdf

From in-depth investigations into infant fatalities, CPSC staff is aware that infants (less than 12 months of age) sleep in many places, not all of them appropriate. In addition, new products are frequently introduced into the market that, if used incorrectly, may put infants at risk of injury and death.

DESCRIPTION OF RESPONDENTS: For the *CPSC Message Frame Testing Focus Groups*, nine 90-minute on-line focus groups will be conducted with the following demographic characteristics:

- Two with parents of infants 2 through 5 months old.
- Two with parents of infants 6 through 11 months old.
- Two with grandparents of infants 2 through 5 months old.
- Two with grandparents of infants 6 through 11 months old.
- One with parents of infants 2 through 11 months old.

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 type="checkbox"/> 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.

Name:

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

Personally Identifiable Information:

- 1. Is personally identifiable information (PII) collected? [] Yes [X] 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? [X] Yes [] No (\$75)

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Focus Group Participants	54	90 minutes per participant	81 hours
Total	54	90 minutes per participant	81 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$127,512.26.

Total estimated cost to the government for conducting the data collection is as follows:

Number of Participants	54
Total estimated cost of conducting interviews	127,512.26
Cost per completed Participant (includes \$75 stipend)	2,361.34

This estimate is based on the total cost of the conducting the focus groups, divided by the specified number of completed participants.

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? [X] Yes [] 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

For the *CPSC Message Frame Testing Focus Groups*, the focus group facilities will recruit parents and grandparents from their database via a phone screener to participate in the groups.

Administration of the Instrument

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

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain

2. Will interviewers or facilitators be used? Yes No

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