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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

[60-Day-22-1083; Docket No. CDC-2022-
0071]

Proposed Data Collection Submitted for Public Comment and Recommendations

AGENCY: Centers for Disease Control and
Prevention (CDC), Department of Health
and Human Services (HHS).

ACTION: Notice with comment period.

SUMMARY: The Centers for Disease
Control and Prevention (CDC), as part of
its continuing effort to reduce public
burden and maximize the utility of
government information, invites the
general public and other federal
agencies the opportunity to comment on
a continuing information collection, as
required by the Paperwork Reduction
Act of 1995. This notice invites
comment on a proposed information
collection project titled Extended
Evaluation of the National Tobacco
Prevention and Control Public
Education Campaign. This collection is
used to evaluate the *Tips From Former
Smokers (Tips) campaign*, which
encourages smokers to quit smoking and
to communicate with smokers about the
dangers of smoking.

DATES: CDC must receive written
comments on or before August 1, 2022.

ADDRESSES: You may submit comments,
identified by Docket No. CDC-2022-
0071 by either of the following methods:

- *Federal eRulemaking Portal:*
www.regulations.gov. Follow the
instructions for submitting comments.
- *Mail:* Jeffrey M. Zirger, Information
Collection Review Office, Centers for
Disease Control and Prevention, 1600
Clifton Road NE, MS H21-8, Atlanta,
Georgia 30329.

Instructions: All submissions received
must include the agency name and
Docket Number. CDC will post, without
change, all relevant comments to
www.regulations.gov.

*Please note: Submit all comments
through the Federal eRulemaking portal
(www.regulations.gov) or by U.S. mail to
the address listed above.*

FOR FURTHER INFORMATION CONTACT: To
request more information on the

proposed project or to obtain a copy of
the information collection plan and
instruments, contact Jeffrey M. Zirger,
Information Collection Review Office,
Centers for Disease Control and
Prevention, 1600 Clifton Road NE, MS
H21-8, Atlanta, Georgia 30329;
Telephone: 404-639-7118; Email: omb@cdc.gov.

SUPPLEMENTARY INFORMATION: Under the
Paperwork Reduction Act of 1995 (PRA)
(44 U.S.C. 3501-3520), federal agencies
must obtain approval from the Office of
Management and Budget (OMB) for each
collection of information they conduct
or sponsor. In addition, the PRA also
requires federal agencies to provide a
60-day notice in the **Federal Register**
concerning each proposed collection of
information, including each new
proposed collection, each proposed
extension of existing collection of
information, and each reinstatement of
previously approved information
collection before submitting the
collection to the OMB for approval. To
comply with this requirement, we are
publishing this notice of a proposed
data collection as described below.

The OMB is particularly interested in
comments that will help:

1. Evaluate whether the proposed
collection of information is necessary
for the proper performance of the
functions of the agency, including
whether the information will have
practical utility;
2. Evaluate the accuracy of the
agency's estimate of the burden of the
proposed collection of information,
including the validity of the
methodology and assumptions used;
3. Enhance the quality, utility, and
clarity of the information to be
collected;
4. Minimize the burden of the
collection of information on those who
are to respond, including through the
use of appropriate automated,
electronic, mechanical, or other
technological collection techniques or
other forms of information technology,
e.g., permitting electronic submissions
of responses; and
5. Assess information collection costs.

Proposed Project

Extended Evaluation of the National
Tobacco Prevention and Control Public
Education Campaign (OMB Control No.
0920-1083, Exp. 03/31/2023)—
Revision—National Center for Chronic
Disease Prevention and Health
Promotion (NCCDPHP), Centers for
Disease Control and Prevention (CDC).

Background and Brief Description

In 2012, HHS/CDC launched the
National Tobacco Prevention and

Control Public Education Campaign,
*Tips From Former Smokers (Tips)
campaign*. The primary objectives of the
Tips campaign are to encourage smokers
to quit smoking and to encourage
nonsmokers to communicate with
smokers about the dangers of smoking.
Tips airs annually in all U.S. media
markets on broadcast and national cable
TV as well as other media channels
including digital video, online display
and banners, radio, billboards, and other
formats. *Tips* ads rely on evidence-
based paid media advertising that
highlights the negative health
consequences of smoking. *Tips* primary
target audience is adult smokers; adult
nonsmokers constitute the secondary
audience. *Tips* paid advertisements are
aimed at providing motivation and
support to smokers to quit, with
information and other resources to
increase smokers' chances of success in
their attempts to quit smoking. A key
objective for the nonsmoker audience is
to encourage nonsmokers to
communicate with smokers they may
know (including family and friends)
about the dangers of smoking and to
encourage them to quit. *Tips* ads also
focus on increasing audience's
knowledge of smoking-related diseases,
intentions to quit, and other related
outcomes.

The goal of the proposed information
collection is to evaluate the reach of the
Tips campaign among intended
audiences and to examine the
effectiveness of these efforts in
impacting specific outcomes that are
targeted by *Tips*, including quit
attempts and intentions to quit among
smokers, nonsmokers' communications
about the dangers of smoking, and
knowledge of smoking-related diseases
among both audiences. This will require
customized surveys that will capture all
unique messages and components of
Tips. Information will be collected
through Web-based surveys to be self-
administered by adults 18 and over on
computers in the respondent's home or
in another convenient location.
Evaluating the impact of the *Tips*
campaign on behavioral outcomes is
necessary to determine campaign cost
effectiveness and to allow program
planning for the most effective
campaign outcomes. Because *Tips*
content changes, it is necessary to
evaluate each yearly implementation of
the *Tips* campaign.

The proposed information collection
will include three survey collections per
year (nine surveys in total) generally
conducted before, during, and after the
Tips campaign in each year. Using the
same methods outlined in the currently
approved information collection (OMB

Control No. 0920–1083, Exp. 3/31/2023), participants will be recruited from two sources: (1) An online longitudinal cohort of adult smokers and nonsmokers, sampled randomly from postal mailing addresses in the United States (address-based sample, or ABS); and (2) the existing GfK/Ipsos KnowledgePanel, an established long-term online panel of U.S. adults. All online surveys, regardless of sample source, will be conducted via the GfK/Ipsos KnowledgePanel Web portal for self-administered surveys.

Information collected by these surveys include smokers’ and

nonsmokers’ awareness of and exposure to specific *Tips* advertisements; knowledge, attitudes, beliefs related to smoking and secondhand smoke; and other marketing exposures. The surveys will also measure behaviors related to smoking cessation (among the smokers in the sample) and behaviors related to nonsmokers’ encouragement of smokers to quit smoking, recommendations of cessation services, and attitudes about other tobacco and nicotine products.

It is important to evaluate the *Tips* campaign in a context that assesses the dynamic nature of tobacco product marketing and uptake of various tobacco

products, particularly since these may affect successful cessation rates. Survey instruments may be updated to include new or revised items on relevant topics, including cigars, noncombustible tobacco products, and other emerging trends in tobacco use.

The total response burden is estimated at 9,308 annual hours. Approval is requested for three years between early fall 2023 and December 2026. Participation is voluntary and there are no costs to respondents other than their time.

ESTIMATED ANNUALIZED BURDEN HOURS

Type of respondents	Form name	Number of respondents	Number of responses per respondent	Average burden per response (in hours)	Total burden (in hours)
General Population Adult Smokers, ages 18–54, in the United States.	Screening & Consent	16,667	1	5/60	1,389
	Smoker Survey Wave A	2,668	1	20/60	889
	Smoker Survey Wave B	1,667	1	20/60	556
	Smoker Survey Wave C	1,667	1	20/60	556
	Smoker Survey Wave D	1,667	1	20/60	556
	Smoker Survey Wave E	1,667	1	20/60	556
	Smoker Survey Wave F	1,667	1	20/60	556
	Smoker Survey Wave G	1,667	1	20/60	556
	Smoker Survey Wave H	1,667	1	20/60	556
	Smoker Survey Wave I	1,667	1	20/60	556
Adult Nonsmokers, ages 18–54, in the United States.	Nonsmoker Survey Wave A	1,100	1	20/60	366
	Nonsmoker Survey Wave B	835	1	20/60	277
	Nonsmoker Survey Wave C	835	1	20/60	277
	Nonsmoker Survey Wave D	835	1	20/60	277
	Nonsmoker Survey Wave E	835	1	20/60	277
	Nonsmoker Survey Wave F	835	1	20/60	277
	Nonsmoker Survey Wave G	835	1	20/60	277
	Nonsmoker Survey Wave H	835	1	20/60	277
	Nonsmoker Survey Wave I	835	1	20/60	277
	Total				

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Medicare & Medicaid Services

[Document Identifiers: CMS–10779]

Agency Information Collection Activities: Submission for OMB Review; Comment Request

AGENCY: Centers for Medicare & Medicaid Services, Health and Human Services (HHS).

ACTION: Notice.

SUMMARY: The Centers for Medicare & Medicaid Services (CMS) is announcing an opportunity for the public to comment on CMS’ intention to collect information from the public. Under the Paperwork Reduction Act of 1995 (PRA), federal agencies are required to publish notice in the **Federal Register** concerning each proposed collection of information, including each proposed extension or reinstatement of an existing collection of information, and to allow a second opportunity for public comment on the notice. Interested persons are invited to send comments regarding the burden estimate or any other aspect of this collection of information, including the necessity and utility of the proposed information collection for the proper performance of the agency’s functions, the accuracy of

the estimated burden, ways to enhance the quality, utility, and clarity of the information to be collected, and the use of automated collection techniques or other forms of information technology to minimize the information collection burden.

DATES: Comments on the collection(s) of information must be received by the OMB desk officer by July 5, 2022.

ADDRESSES: Written comments and recommendations for the proposed information collection should be sent within 30 days of publication of this notice to www.reginfo.gov/public/do/PRAMain. Find this particular information collection by selecting “Currently under 30-day Review—Open for Public Comments” or by using the search function.

To obtain copies of a supporting statement and any related forms for the