

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback – HHS Communication” (OMB Control Number: 0990-0459)

TITLE OF INFORMATION COLLECTION:

In Support of Recovery Campaign Public Service Announcement Pretesting Focus Group Protocols

PURPOSE:

The Substance Abuse and Mental Health Services Administration (SAMHSA), Office of Communications, is requesting OMB approval for one new focus group tool consisting of the following:

- Focus Group Protocol (Attachment A)
- Focus Group Discussions (FGD) Recruitment and Screening (Attachment B)
- Release and Consent Form (Attachment C)
- FGD Facilitator’s Guide (Attachment D)
- Concepts to be presented (Attachment E)

The overall objective of the focus groups is to test three newly developed campaign concept that targets young adults aged 18-29 in recovery from substance abuse in support of their recovery and to encourage other young adults and others to seek recovery from substance use. enter recovery. The focus groups will help inform SAMHSA on how the campaign concept resonates with the target population. Testing the campaign concepts among young adults will determine whether the concept is effective at encouraging young adults to seek treatment, show that recovery is possible, and provide SAMHSA resources to support them. The information derived from the focus groups will help improve the concept and guide developers in making the campaign products more memorable, understandable, relevant, and appealing to young adults. Focus group results will provide a solid foundation on which to develop the campaign, new PSA, and accompanying materials. Input from the target audience is a critical part of the campaign and materials development process and will inform the refinement of messaging and development of a more informed and relevant substance use recovery campaign.

DESCRIPTION OF RESPONDENTS:

The target audience for the four focus groups are young adults aged 18-29. Participant recruitment and administration of the focus groups will be conducted by an outside contractor/vendor, Eureka Facts.

TYPE OF COLLECTION:

- | | |
|--|---|
| <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: _Janell_Muhammad_____ (Project Manager's Name)

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? Yes No
3. If Applicable, has a System or Records Notice been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money, reimbursement of expenses or token of appreciation) provided to participants? Yes No If Yes, please describe the incentive and provide a justification for the amount.

Each participant will receive a \$60 incentive (e-gift card) for their participation in the 90-minute focus group. Since incentive amounts for information collections submitted under this generic OMB package typically do not exceed \$40 for 60 minute in-person surveys involving populations that are difficult to recruit online, our \$60 incentive for a 90-minute focus group is in alignment.

BURDEN HOURS

Category of Respondent	Number of Respondents	Responses per Respondent	Average Burden per Response (Hours)	Total Burden (Hours)
Initial Contact (Screener)	1,141	1	.03	34
Follow-Up	411 ¹	1	.08	33
Confirmation/Scheduling	218 ²	1	.16	35
Secured Focus Group Participants – Young adults aged 18-29	32 ³		1.5	48
Totals (Recruitment and Focus Groups)	1,802			150

FEDERAL COST: The estimated annual cost to the federal government is \$65,035.

(Note: Amount should include contractor costs if the contractor is involved in the survey/collection)

Staff or Contractor	Average Hours per Study	Average Hourly Rate	Average Cost
Contractor instrument preparation, conduction, analysis (GS-13 equivalent)	124.66	\$100.00	\$12,466.00
FTE survey preparation, conduction, analysis (GS-13)	352	\$144.26	\$50,779.00
FTE manager survey review (GS-14)	14.32	\$125.00	\$1,790.00

¹ About 411 will be eligible and we will follow up with them

² Approximately 218 will respond and we will begin scheduling them from this pool.

³ Of these, at least 24 will be eligible and available to participate. There should be enough eligible to over-schedule the focus groups to account for any no-shows.

AVERAGE COST PER FOCUS GROUP			\$16,259
AVERAGE 1-YEAR COST			\$65,035.00

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?

The substance use recovery campaign team will be partnering with Eureka Facts, a market research firm. Participant recruitment will be based on the results of a screening questionnaire to be developed by the substance use recovery campaign team and applied by Eureka Facts. Potential participants will be screened for young adults aged 18-29 with regional balance across the U.S.

Focus groups will be conducted preferably after work hours, based on potential participants' availability. At the beginning of each session, participants will complete a release/consent form for use of the information provided (Attachment C). To solicit greater participant interest and commitment and to reduce recruiting time and cost, SAMHSA will offer each focus group participant an \$60 incentive (e-gift card) for their participation.

Administration of the Survey

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

[X] Web-based or other forms of social media.

[X] Telephone.

[X] In-person.

[] Mail.

[] Other, explain.

2. Will interviewers or facilitators be used? [X] Yes [] No

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