

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

TITLE OF INFORMATION COLLECTION: Campaign to Increase Postpartum Depression Symptom Reporting. Office on Women’s Health, Division of Strategic Communications

PURPOSE: The purpose of the campaign is to encourage mothers who experience the symptoms of post-partum depression (PPD) to report those symptoms to a clinician. PPD is a stigmatized condition for many women and addressing the stigma in order to support clinical reporting is expected to reduce the personal and familial effects of PPD. A foundational part of the post-partum depression (PPD) campaign development is to carefully segment women at risk. The purpose of this research is to test images and narrative designed for the campaign to determine effectiveness with women at risk for PPD and specifically with women representing specific segments of the at-risk population of interest to the Office on Women’s Health. In this final formative research step, a rapid survey will be conducted to test messages and materials. In addition, in-depth interviews with a small sample of women representing the segments, drawn from the focus groups conducted in the most recent research step, and for whom some aspect of the media and messages did not resonate optimally, will be conducted. The data from the survey and interviews will be analyzed and will be used to refine and finalize messages, supporting images and narrative.

DESCRIPTION OF RESPONDENTS: Using results from an earlier segmentation survey to identify unique audiences, women at-risk for PPD have been divided into five segments, each with characteristics, beliefs and behaviors that may affect their willingness to report PPD symptoms to a clinician – the purpose of the campaign. The results of the segmentation survey were used to develop profiles of women for each of the segments which were then developed into personae to represent a segment. Based on those personae, media and messages were designed and tested through segment-specific focus groups. The results of the focus groups (being conducted now) will be used to refine media and messages. In this final formative research step, two activities will be undertaken to ensure the most effective campaign.

- 1. Survey respondents.** The desired sample for each of the two randomized groups will be 100 women for the five audience segments (200 per audience), reaching a total of 1,000 or more for the sample. Initial respondent qualification will be based on age (18-44) and birth of new baby in the past year using approved language from the New Mom’s Health and Wellness Survey. Other characteristics will be collected to make requests to Lucid in order to increase the balance of geographic residence, demographics and risk factors for PPD. Demographic items collected will include race-ethnicity, education level, marital status, employment status and income.
- 2. Interview respondents.** As part of ensuring maximum campaign effectiveness within and across women at risk for PPD, interviews will be conducted with women identified during the focus groups. Up to 30 women identified during the focus groups as being (1) discomforted by the media and/or messages, and women who (2) did not engage with the media and/or messages will be interviewed. The women initially identified in either category will be divided by condition and by segment. From each condition in each segment, women will be invited to participate in an interview to explore in depth their specific response to the media and/or messages.

TYPE OF COLLECTION: (Check one)

- Customer Comment Card/Complaint Form
- Usability Testing (e.g., Website or Software)
- Focus Group
- Customer Satisfaction Survey
- Small Discussion Group
- Other: Materials refining interviews
- Materials refining survey

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: _____ Linda Stella _____

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

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 or reimbursement of expenses, token of appreciation) provided to participants? Yes No

Survey incentive: Participants will be provided an incentive of approximately \$8.00 for participation in the survey through the Lucid panel group. In an effort to engage participants who fit within the specific categories that represent the population segments identified in the prior research, an incentive of this amount is strongly recommended which is below the current commercial rate. Participants are mothers of one or more children with at least one being under one year of age. Potential participants will be screened, and those who qualify will be consented with a total time burden of 6 minutes per person. The survey will be less than 20 minutes to complete. All individuals who participate in the survey will be members of the Lucid panel group and will receive a variety of incentives; the average dollar amount is: \$8.00 per person.

Interview incentive: Participants will be provided an incentive of \$75 for participation in the interview. In an effort to engage participants who fit within the specific categories that represent the population segments identified in the prior research, an incentive of this amount is strongly recommended which is below the current commercial rate. Participants are mothers of one or more children with at least one being under one year of age. The interviews are intended to be

approximately one hour in length, a significant amount of time away from work, school, or for needing to pay for day care. The incentive will provide monetary aid for the burden of participation.

BURDEN HOURS

Type of Respondent	Number of Respondents	Participation Time	Burden in Hours
Postpartum Women Screened for Survey	1200	5/60	100
Postpartum Women Feedback on Campaign	1200	19/60	380
Interviews	30	1	30
Total Burden Hours:	2430		510

FEDERAL COST

Interviews Interviewer costs (N=30)	\$500	\$15,000
Interviews Incentives for respondents (N=30)	\$75	\$2,250
Interviews Recruitment costs (N=30)	\$60	\$1,800
Interviews Other costs (transcription) (N=30)	\$350	\$10,500
Survey Recruitment costs (N=1,200 inclusive of incentive)	\$12	\$14,400
Total Estimated Cost:		\$43,950.00

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?

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?

Survey: Respondents will be recruited through the Lucid non-probability online panel. Lucid will identify potential respondents in their database and will send an invitation to their panel participants with a link to the online survey hosted by NORC. Initial respondent qualification will be based on age (18-44) and birth of baby in the past year using approved language from the *New Mom’s Health and Wellness Survey*. Other characteristics will be collected to make requests to Lucid in order to increase the balance of geographic residence, demographics and risk factors for PPD. Demographic items collected will include race-ethnicity, education level, marital status, employment status and income. Consent will be collected after initial qualification and before entering the first set of questions to assign women to one of five audience segments. We anticipate 2-3 waves/pauses to review of the data to ensure assignment across the audience segments and to balance the sample by geography, demographics, and risk factors.

Interviews: Women participating in the focus groups will be the pool from which interview respondents will be recruited. Focus group moderators will note incidents of women appearing to

be significantly discomforted or indifferent to the media and/or messages presented in the groups. LTG analysts will review specific video as indicated by the moderators and may expand video review to best understand a particular respondent's response. Identified women will be placed into segment-specific pools. Choices of women to invite to participate in an interview will be made by LTG analysts from the segment pools. Criteria for choosing participants will include:

- Segment representation
- Age representation
- Ethnicity/racial representation
- Geographic representation

Because women will be pre-qualified for the interview, they will not be screened. Nichols (focus group recruiter) will reach out to those women who have been identified for interviews to ascertain their interest in participation. Interview invitations will be made in batches in order to ensure maintenance of sample balance should women decline participation.

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: Video interviews will be conducted
2. Will interviewers or facilitators be used? Yes No

Attachments

Survey:

1. **Survey screener**
2. **Survey**
3. **Survey methods**

Interview:

1. **Consent form**
2. **Interview guide**
3. **Interview methods**