

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

TITLE OF INFORMATION COLLECTION: White House Conference on Hunger, Nutrition and Health Online Media Registration form.

PURPOSE: The purpose of this form is to solicit registration information from media that plan to attend the White House Conference on Hunger, Nutrition and Health, which will be held on September 28, 2022. An action plan to address hunger, nutrition and health will be released the day before the conference, and attendees will play a key role in the creation of an implementation plan to reduce hunger and increase healthy eating and physical activity to minimize diet-related diseases and disparities. It is expected and desired that media will cover the event and potentially interview speakers onsite.

The information collected will be used to register media and assist the White House in identifying media outlets covering the event and provide this audience with logistical support. The U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion is creating an online form for credentialed media to request to attend the conference. Personally identifiable information (PII) will include name, organization/media outlet, media type (print, online, radio or photography) and contact information (phone and email). None of the responses will be made publicly available, and the PII will be fully deleted within one month of the conference. This information will be used the day of the event to check in registered media and potentially to facilitate interview opportunities in advance or the day of the event.

DESCRIPTION OF RESPONDENTS: Credentialed members of the media.

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 type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: <u>Media Registration form</u> |

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: Jennifer A Bishop, ScD, MPH

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden hour
Private Sector--Journalists	150	5/60	12.5
Totals	150		12.5

FEDERAL COST: The estimated annual cost to the Federal government is ___\$3,000___

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?

Journalists in the HHS, White House and USDA Media outreach databases and subscribed to newswire will receive a media advisory with a link to register to cover the event. Only those with the advisory link will be able to register.

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.