

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp., date: 05/2021)

TITLE OF INFORMATION COLLECTION: Online survey for gathering information on the audience of the NIDDK Diabetes Discoveries & Practice Blog

PURPOSE:

Surveying the Diabetes Discoveries & Practice Blog subscribers and visitors will allow the blog team to gather feedback and determine satisfaction with the blog. We’ll use the survey data to improve the blog by thinking critically about our audiences and how to best serve them.

DESCRIPTION OF RESPONDENTS:

- Subscribers to the Diabetes Discoveries & Practice Blog (SurveyMonkey)
- Visitors to the Diabetes Discoveries & Practice Blog (ForeSee)

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>Customer Feedback</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: Sonia Harmon

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 [X] No

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals or Households (For SurveyMonkey)	500	1	5/60	42
Individuals or Households (For ForeSee)	185	1	3/60	9
Totals		685		51

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals or Households	51	\$27.98	\$1,426.98
Totals			\$1,426.98

*Source: <https://www.bls.gov/news.release/pdf/empisit.pdf>

FEDERAL COST: The estimated annual cost to the Federal government is \$4,447.64

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Lead Public Health Advisor	14/7	\$140,632*	2%		\$2,812.64
Contractor Cost—Marketing Strategy & Analysis Senior Associate		\$1,090			\$1,090
Contractor Cost—Marketing Strategy & Analysis Manager		\$545			\$545
Travel					
Other Cost					
Total					\$4,447.64

*the Salary in table above is cited from <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/19Tables/html/DCB.aspx>

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 SurveyMonkey, the respondents will be from the list of all blog subscribers (approximately 3,500 subscribers). The survey will be sent via email.
- For ForeSee, the potential respondents will be those who visit the Diabetes Discoveries & Practice Blog on the NIDDK website. The survey will be a clickable tab on the blog webpages.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[X] Web-based or other forms of Social Media
[] Telephone
[] In-person
[] Mail
[] Other, Explain
2. Will interviewers or facilitators be used? [] Yes [X] No

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