

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp., date: 06/30/2024)

TITLE OF INFORMATION COLLECTION: 2022 NLM NIH MedlinePlus Magazine Reader Survey (NLM)

PURPOSE:

The goal of this National Library of Medicine (NLM) survey is to collect qualitative reader feedback from users of the of the digital NIH MedlinePlus magazine. The survey seeks to measure how people are currently accessing and using the magazine and its impact on managing their health. The information from this survey will be used to inform strategic planning for improved the design, content, and direction of the online magazine. NLM is submitting one survey but two languages (one in English and one in Spanish) as NIH MedlinePlus magazine is one of very few Spanish-language sources of trusted health information.

DESCRIPTION OF RESPONDENTS:

Respondents will be people who read the NIH MedlinePlus magazine (by email or the online editions) and voluntarily respond to a survey.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input checked="" 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 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: Anne R. Altemus, MA, NLM OD OCPL

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	15,000	1	7/60	1,750
Totals		15,000		1,750

COST TO RESPONDENT

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals or Households	1,750	28.01	\$49,017.50
Totals			\$49,017.50

* The General Public wage rate (Median wage for “All Occupations”) was obtained from [May 2021 National Occupational Employment and Wage Estimates \(bls.gov\)](https://www.bls.gov/news.release/occ0221.pdf).

FEDERAL COST: The estimated annual cost to the Federal government is \$7,902.50

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Senior Visual Information Specialist	14/10	164,102	2%		\$3,282.04
Writer/Editor	13/7	128,187	2%		\$2,563.74
Contractor Cost					
BLH			1%		\$2,056.72
Travel					
Other Cost					
Total					\$7,902.50

*The Salary in table above is cited from:

<https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/22Tables/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?

The NIH MedlinePlus digital magazine is an online monthly and quarterly product.

Online subscribers: 42,801

- English: 38,023
- Spanish: 4,778

The 2022 NIH Medline Plus Magazine Readership Survey will be promoted through the following communication channels:

1. Via a pop-up banner on the NIH MedlinePlus Magazine home page
2. Via GovDelivery to current email subscribers
3. Via NLM social media channels, Facebook and Twitter
4. Via NIH IC social media promotion

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
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