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

TITLE OF INFORMATION COLLECTION:

SIDS Awareness Month 2023 Post-Webinar Survey (NICHD)

PURPOSE:

The purpose of this new data collection is to assess webinar participants' satisfaction with the webinar about 2023 Sudden Infant Death Syndrome (SIDS) Awareness Month activities to be held on July 27, 2023. We also seek to gauge participants' satisfaction with the information and resources discussed for supporting outreach and education activities related to SIDS Awareness Month.

DESCRIPTION OF RESPONDENTS:

Respondents will consist of individuals and organizations who are interested in SIDS Awareness Month observance activities and promoting safe sleep for infants. These may include (but are not limited to) health care and public health service providers; individuals and organizations focused on childcare, maternal and child health, and safe infant sleep; and parents and caregivers.

TYPE OF COLLECTION: (Check one)

[ ] Customer Comment Card/Complaint Form   [X] Customer Satisfaction Survey
[ ] Usability Testing (e.g., Website or Software   [ ] Small Discussion Group
[ ] Focus Group   [ ] Other:_____

FREQUENCY OF REPORTING: (Check one)

[X] Once   [ ] Quarterly
[ ] Monthly   [ ] On Occasion
[ ] Annually   [ ] 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 <u>not</u> raise issues of concern to other federal agencies.
4. The results are <u>not</u> intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of <u>substantially</u> informing <u>influential</u> 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: Christina Stile, ELS _____

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

Personally Identifiable Information:
1. Is personally identifiable information (PII) collected? [ ] Yes [X] 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
4. Privacy Act Systems of Records Title: _____ FR Citation ____FR___

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	300	1	5/60	25
Totals		300		**25**

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals or households	25	$29.76	$744.00
Totals	**25**		$744.00

* Bureau of Labor Statistics/Occupational Employment and Wages, May 2022: Mean hourly wage for "All Occupations," accessed on May 31, 2023. https://www.bls.gov/oes/current/oes_nat.htm#00-0000.

FEDERAL COST: The estimated annual cost to the Federal government is $1,940.52

Staff	Grade/Step	Salary*	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
NICHD Safe to Sleep Program Staff/Project Oversight	GS-14-8	$163,252*	1%		$1,632.52
Contractor Cost					
Contractor Staff (Project Manager)		$220,000	.14%		$308
Travel					

Other Cost					
Total					$1,940.52

*the Salary in table above is cited from **https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2023/DCB.pdf**

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?

> Our sample comprises an estimated 300 out of 600 people who will attend the July 27 webinar to learn about activities related to SIDS Awareness Month 2023. Last year, we had 528 attendees and a response rate of 45%. This year, we hope to have more attendees and survey respondents. The survey will be created in Survey Monkey. A message, with a link to the survey, will be added to the "chat" for the meeting just before it concludes; the message and link will also appear as a "pop up" when an attendee closes the webinar. Those who are interested can choose to take the survey. Please note that the pop-up message is not editable.

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.