



Food and
Nutrition
Service

1320
Braddock
Place
Alexandria,
VA
22314

TO: Laurel Havas
OMB Desk Officer
Office of Information and Regulatory Affairs
Office of Management and Budget (OMB)

THROUGH: Ruth Brown
Department Clearance Officer
United States Department of Agriculture
Office of Chief Information Office (OCIO)

Jamia Franklin
Information Collection Clearance Officer
OPS/Planning and Regulatory Affairs Office
Food and Nutrition Service (FNS)

FROM: Brooke Hardison
Office of Policy Support
Food and Nutrition Service (FNS)

DATE: November 27, 2023

SUBJECT: Justification for change in protocol for campaign concept testing approved under OMB Control No: 0584-0524 Request for Formative Research for FNS Summer Nutrition Campaign Concept Testing Survey

The Food and Nutrition Service (FNS) is requesting a non-substantive change to the Formative Research for FNS Summer Nutrition Campaign Concept Testing Survey, approved under OMB Control No. 0584-0524; expiration date of February 28, 2026. Through this memorandum, we are requesting approval to add a survey in Spanish to the concept testing component of the formative research collection. The currently approved formative research collection only includes English versions of the materials.

The campaign concept testing in Spanish is preferred to be more inclusive of the Spanish-speaking audience and to gather better quality perspectives of the campaign concepts. The project team expects the target audience to include immigrant and mixed status families, including those who likely are not bilingual in English and Spanish. Excluding non-English speakers could bias the results if there are other differences in opinions about the concepts between the groups. In addition, there are benefits to collecting nuanced information in someone's first language, such as establishing trust to provide candid responses and avoiding miscommunication.

This is a non-substantive change. The change does not ask respondents to answer any additional survey questions. The estimated time to complete the concept testing survey activities is not impacted by the change.

Please see the Spanish versions of the invitation to participate and the survey questions for parents/guardians in the attachments. These versions correspond to the English versions in

Appendix A: Survey Invitation and Appendix B: Concept Testing Survey for Parents/Guardians in the approved Formative Research Collection Request.

If you have any questions regarding this request, please contact Jamia Franklin, FNS Information Collection Clearance Officer for the Food and Nutrition Service, Planning & Regulatory Affairs Office at (703) 305-2403.

Attachments:

- Appendix D: Survey Invitation for Parents/Guardians Spanish
- Appendix E: USDA FNS Summer Nutrition Campaign Concept Testing Survey for Parents/Guardians Spanish