

Request for Approval under the “Generic Clearance for the Collection of Customer Feedback” (OMB Control Number: 0970-0401)

TITLE OF INFORMATION COLLECTION: Adolescent Development Products Feedback Survey and *We Think Twice* Digital Media Campaign

PURPOSE: The Family and Youth Services Bureau has the *We Think Twice* social media campaign. The purpose of the media campaign planned activities is to gather feedback on proposed products, messages, and concepts to inform a creative campaign focused on promoting positive youth development, avoiding risky behaviors, setting goals, and engaging in healthy relationships as well as other related topics. The work conducted under this generic clearance will be used to inform the development of youth materials and messages.

The contractor (RTI International) will conduct all feedback and information gathering related to the proposed approach. Participating youth will be screened to facilitate recruitment of participants, who we call “Insiders,” into the voluntary platform.

DESCRIPTION OF RESPONDENTS:

Respondents include diverse groups of youth and young adults aged 13–21 years old from different regions around the U.S., with targeted recruitment of high-risk youth to help ensure a wide range of youth voices are heard.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| ☐ Customer Comment Card/Complaint Form | ☐ Customer Satisfaction Survey |
| ☐ Usability Testing (e.g., Website or Software) | ☐ Small Discussion Group |
| ☐ Focus Group | ☒ Other: <u>Remote product/message testing</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: Corey Palmer, Program Manager, Adolescent Pregnancy Prevention Program

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [X] No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [X] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [X] Yes [] No

Participants will be offered a token of appreciation of up to \$15 as a gift cards (e.g., Starbucks, iTunes, Amazon) for sharing their feedback. Because participants often have competing demands for their time, incentives are used to encourage participation. The payment amounts for this campaign were determined through discussions with the key stakeholder (e.g., contractor, recruitment firms, FYSB staff) with expertise in recruiting participants and conducting interviews about avoiding risky behaviors and similar health topics. This incentive will account for participation in up to 1 hour of activities on the remote platform.

Numerous empirical studies have shown incentives can significantly increase response rates.ⁱ⁻ⁱⁱ Incentives are also necessary to ensure there is sufficient representation from certain groups that are more difficult to recruit such as low socio-economic groups and high-risk populations.ⁱⁱⁱ Appropriate incentives help encourage youth to participate and provide feedback that contributes to the development of clear, persuasive messages and products designed for youth to promote healthy behaviors while discouraging risky behaviors, consistent with the project's goals.

BURDEN HOURS

Each year we publish approximately 60 activities, including questionnaires, journals, and polls. Participants can choose to complete as many or as few activities as they want, from just one activity or every activity that is posted. No activity takes longer than 20 minutes to complete, with the average being 5 minutes to complete.

Estimated Annual Reporting Burden				
Type of Collection	No. of Respondents	Annual Frequency per Response	Hours per Response	Total Hours
Remote testing	Up to 70	60	20 minutes (0.33 hours)	1,386

FEDERAL COST: The estimated annual cost to the federal government is **\$39,000 annually.**

Item/Activity	Details	\$ Amount
FYSB oversight of contractor and project	10% of FTE: GS-13 Program Specialist	\$4,000
Recruitment, data collection including incentives, materials, online platform hosting, analysis, travel, overhead and reporting	15% of FTE for contractor staff Labor hours and ODCs	\$5,000 \$30,000

Item/Activity	Details	\$ Amount
(contractor)		
Annual Total		\$39,000

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?

[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?

Through previous information collection activities¹, we have a list of Insiders who have signed up and obtained the necessary permission to participate in the panel. However, we do not have a sampling plan. Participants are part of an online, nonprobability purposeful panel and their input is not generalizable to the general population. Panel participants are recruited through a variety of means, including both Instagram and outreach to FYSB-funded grantees. The goal is to have a diverse group of youth and young adults aged 13–21 from different regions around the U.S., with targeted recruitment of high-risk youth to ensure their voices are heard. Of note, the community of youth for this contract includes and expands the community of youth from the previous Sexual Risk Avoidance contract, which had an existing approval.

Participant feedback consists of up to 60 asynchronous remote testing activities per year, depending on how many youth elect to respond to any given query. An average of 5 remote testing activities will be posted monthly, or 60 annually, to the online platform of youth panelists, called “Insiders,” who have created logins and avatar profiles to retain anonymity. These youth panelists will have the opportunity to participate in as few or as many of the 5 monthly activities as they want. Most youth participants have been and/or will be recruited through social media advertisements. In some cases, the contractor may supplement the youth population from youth-serving grantee organizations.

Screening data are collected using a standardized screening instrument to facilitate recruitment of participants into the project for remote testing. The screener will be completed through the online platform as part of private/ profile set-up. The recruiters will then collect or confirm the names, emails, zip codes, age/DOB, sex, gender, and race/ethnicity of the eligible individuals who agree to participate. Recruiters will also confirm youth assent and parental consent (as applicable) forms have been turned in before granting full access to the platform. This information will be used ensure we have representation across a wide variety of youth and to send participants confirmation of their participation in the data collection. All screening information will be stored on a secure drive and will not be connected with the participants ID or other information for the online system.

¹ Approved under OMB# 0970-0401: https://www.reginfo.gov/public/do/PRAViewIC?ref_nbr=202105-0970-001&icID=233069

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.

See Attached:

- Attachment 1_Discussion Prompts_OMB_01.17.23_Remote Testing
- Attachment 2_Insider Youth Assent Form__OMB_02-13-23_Remote Testing
- Attachment 3_Insider Parent Consent Form_OMB_01.17.23_Remote Testing

ⁱ Abreu, D. A., & Winters, F. (1999). Using monetary incentives to reduce attrition in the survey of income and program participation. *Proceedings of the Survey Research Methods Section of the American Statistical Association*.

ⁱⁱ Shettle, C., & Mooney, G. (1999). Monetary incentives in U.S. government surveys. *Journal of Official Statistics*, 15, 231–250.

ⁱⁱⁱ Groth, SW. (2010). Honorarium or coercion: Use of incentives for participants in clinical research. *Journal of the New York State Nurses Association*.