

Application to Use Burden/Hours from Generic PRA Clearance:  
Generic Social Marketing & Consumer Testing Research  
(CMS-10437, OMB 0938-1247)

**Generic Information Collection (GenIC) #26: Nursing Home Career Outreach Tracker**

Office of Communications (OC)  
Centers for Medicare & Medicaid Services (CMS)

## **A. Background**

In February 2022, the White House published a Fact Sheet, "[Improving Safety and Quality of Care in the Nation's Nursing Homes](#)," that included new actions to be initiated to increase staffing in nursing homes. Specifically, it stated that CMS would, "establish a Minimum Nursing Home Staffing Requirement," to ensure that all nursing home residents are provided safe, quality care. It also included a plan to launch a national campaign designed to help with recruitment, retention, and transitions into long-term care nursing careers.

CMS will be developing outreach and educational materials in support of a national campaign aimed at increasing the availability of nurses (e.g., RNs, licensed practical nurses (LPNs), and certified nurse aides (CNAs)) to work in the nursing home environment. For the context, nursing homes are defined as Medicare and/or Medicaid certified Skilled Nursing Facilities (SNFs) and/or Nursing Facilities (NFs), which are listed on the [Medicare.gov Care Compare website](#) under "Nursing Homes including Rehab Services."

The outreach and educational materials will be designed to raise awareness of programs that incentivize people to become nursing staff in nursing homes. Research will be needed to examine the extent to which outreach strategies and messages are improving awareness and knowledge, and to provide a feedback loop for improving messaging and placement of outreach. The information from this tracking survey will serve as part of that information loop to drive improvement.

## **B. Description of Information Collection**

A brief national tracking survey will be administered to people who are currently training to become or are currently employed as Certified Nursing Assistants (CNA), Licensed Practical Nurses or Licensed Vocational Nurses (LPN or LVN), and Registered Nurses (RN) but not currently working in nursing home careers. This survey will assess awareness of information about a program designed to encourage people to explore and uptake nursing home careers, attitudes and behaviors related to nursing home careers, and behavioral intent, to inform development of and revisions to CMS's communication messages and strategies to promote this program. Participants will receive a nominal incentive worth up to \$5 for completing the survey.

## **C. Deviations from Generic Request**

No deviations are requested.

## **D. Burden Hour Deduction**

This online, cross-sectional tracking survey will be administered to a sample of 2,000. Online survey implementation will ensure that data can be collected from a national sample of participants, while minimizing costs and time for data collection.

All participants will be 18 years old or older and will be currently employed as or considering becoming a CNA, LPN or LVN, or RN. Additionally, soft quotas will be placed to ensure race, ethnic, and geographic diversity, and to produce findings that will enable CMS to communicate effectively with individuals who are eligible for participating in the nursing home careers program.

The data will be collected via online survey. The survey is expected to take an average of approximately 10 minutes. The total approved burden ceiling of the generic ICR is 21,488 hours. We are requesting a total deduction of 333 hours from the approved burden ceiling (2,000 participants x 10 minutes = ~ 333 hours).

#### **E. Timeline**

CMS hopes to begin fielding this survey in April 2024 and to continue until burden hours are reached.

The following attachments are provided for this information collection:

- Cover Page: Attachment 1.docx
- Signature Page: Attachment 2.docx
- Survey Instrument: Attachment 3.docx
- Supporting Statement: Attachment 4.docx