

**ODPHP/OWH Generic Information Collection
Request: Prevention Communication and
Formative Research (OMB No. 0990-0281)**

**Application for the ODPHP/PCSFN Speaker Request
Form**

Audience:

Supporting Statement — Section A

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Submitted to:

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Section A — Justification

1. Circumstances Making the Collection of Information Necessary

The Office on Disease Prevention and Health Promotion (ODPHP) requests to collect additional information under the ODPHP/OWH Generic Information Collection Request: Prevention Communication and Formative Research (OMB No. 0990-0281). The information collected will be from individuals and organizations inviting ODPHP staff, members of President's Council on Sports, Fitness & Nutrition (PCSFN), or the PCSFN Executive Director to speak at an event. This information will be used to assist ODPHP in evaluating whether a member of ODPHP or the President's Council should participate in the event and, if so, who the appropriate individual should be.

Background

ODPHP's mission is to encourage all Americans to lead healthy and active lives. We accomplish this by establishing and promoting national public health priorities, translating science into policy, guidance, and tools, and working to improve health literacy and equitable access to clear and actionable health information. Members of the team are often asked to attend conferences and other community or virtual forums to present policy documents and guidance materials (e.g., Dietary Guidelines for Americans, Healthy People 2030, and Physical Activity Guidelines for Americans) and other tools.

Additionally, members of the President's Council are charged by the President¹ to function as spokespersons and share information about the positive effects of physical activity and a healthy diet to relevant state, local, and private entities. As a result, it is important to provide an opportunity for external entities to invite Council members to speak at their events.

2. Purpose and Use of the Information Collection

The purpose of the data collection is to provide an equal opportunity for all organizations to invite ODPHP staff or a member/Executive Director of the President's Council to speak at an event. The information collected will help ODPHP to determine which events are most appropriate as well as the appropriate spokesperson. The online form is easy to fill out and collects only relevant information about the sponsoring organization and the event itself to enable ODPHP to make an informed decision about whether or not to participate. The contact information that is requested will be used only to send communications related to the specific event request.

The information that will be collected as part of the ODPHP/PCSFN Speaking Request can be found below:

- The requested invitee
- Requested topic of remarks

¹ [Executive Order 14048](#)

- Whether the requesting entity has been working with a member of the ODPHP team prior to the request as well as the name of the team member if relevant.
- Event name
- Event date
- Event start and end time
- Event type (in-person*, virtual live, or virtual recorded remarks) – in person option will remain hidden until COVID protocols are revised.
- Event description
- Type of speaking role (keynote/plenary, welcome remarks, panel discussion, or other)
- Duration of the speaking role
- Audience composition and size
- Distinguished guests that will also be present
- Whether the event will be open to the press
- Whether federally registered lobbyists will be invited to the event
- Whether the event is open to the public or by invitation only
- Whether there is a fee to attend the event and what that fee is
- Whether there will be any fundraising at the event
- Organization name
- Organization website
- Contact name and title
- Contact's phone number
- Contact's email

3. Use of Improved Information Technology and Burden Reduction

To reduce participant burden, many of the elements in the form are multiple choice and require the participant to select from a list of items rather than to draft written responses.

4. Efforts to Identify Duplication and Use of Similar Information

The Speaker Request Form is specific to ODPHP, and there is no information of a similar nature that is currently being collected within ODPHP.

5. Impact on Small Businesses or Other Small Entities

No small businesses will be impacted or involved in this data collection unless they are filling out the form to request a speaker.

6. Consequences of Collecting the Information Less Frequently

Given that each speaking engagement is unique, it is necessary to collect information for each event separately.

7. Special Circumstances Relating to the Guidelines of 5 CFR 1320.5

There are no special circumstances with this information collection package. This request fully complies with the regulation 5 CFR 1320.5 and will be voluntary.

8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside the Agency

This data collection is being conducted using the Generic Information Collection mechanism through ODPHP/OWH — OMB No. 0990-0281.

9. Explanation of Any Payment or Gift to Respondents

Requests for ODPHP/PCSFN speakers are completely voluntary. There is no cost to request a speaker, and no gifts or payments will be provided to those who fill out a form.

10. Assurance of Confidentiality Provided to Respondents

While the application will require a point of contact to identify themselves, it does not request information that is not typically publicly available on an organization's web site. The proposed data collection will have little or no effect on participants' privacy. ODPHP shall not disclose any record which is contained in its system of records by any means of communication to any person, or to another agency, except pursuant to a written request by, or with the prior written consent of, the individual to whom the record pertains.

11. Justification for Sensitive Questions

ODPHP does not anticipate that participants will perceive questions as sensitive in nature. ODPHP will focus on collecting information that will enable the office to determine the suitability of the organization and event before agreeing to participate.

12. Estimates of Annualized Burden Hours and Costs

We estimate that each respondent will spend a total of 10 minutes completing the form for a speaker request. Uploading a formal letter of invitation is optional.

We expect to receive 60 requests each year, 48 responses from conference and meeting planners, and 12 from health professionals. Because most speaking requests will be for community events or scientific conferences, estimates for hourly burden are calculated using the mean hourly wage for meeting, convention, and event planners (\$26.87) and with a mean

hourly wage of \$41.30² for healthcare practitioners. Table A-12 shows estimated burden and cost information.

Table A-12: Estimated Annualized Burden Hours and Costs to Participants

Category of Participant	No. of Responses	No. of Responses per Respondent	Average Burden per Response	Total Burden Hours	Hourly Wage Rate	Total Participant Costs
Meeting, convention, and event planners	48	1	10/60	8.0	\$26.87	\$218.26
Healthcare practitioners	12	1	10/60	2.0	\$41.30	\$84.25
Grand total	60		10/60	10.0		\$302.51

13. Estimates of Annualized Burden Hours and Costs

ODPHP expects that participants will incur no costs beyond the burden hours required to answer the questions in the form.

14. Annualized Cost to the Government

We estimate that one ODPHP employee will be involved for 5% percent of his time. The annual costs of this person’s time are estimated to be \$6,906. Additional ODPHP staff will be involved in reviewing the requests, for a total of 2% of an FTE’s time, for a total of \$3,774. The government also anticipates an approximate cost of \$3,000 per year to host and maintain the application on the ODPHP website. The total estimated average cost to the government per year is \$13,680.

15. Explanation for Program Changes or Adjustments

This is new data collection.

16. Plans for Tabulation and Publication and Project Time Schedule

² May 2020 National Occupational Employment and Wage Estimates, https://www.bls.gov/oes/2020/may/oes_nat.htm#00-0000

After the receipt of a speaking request, ODPHP will input the information into a spreadsheet to determine whether someone from ODPHP/PCSFN should participate. Application information will be segmented based upon topic and whether an affirmative decision is made. No numerical data analysis will be conducted on this information, although the descriptive data from the spreadsheet will be reported periodically to share key information about the program (e.g., number of requests, type of events, number of acceptances/denials). This information will be used for internal purposes to assign staff to speaking engagements and to help shape outreach and promotion efforts for ODPHP and PCSFN.

17. Reason(s) Display of OMB Expiration Data is Inappropriate

We are requesting no exemption.

18. Exceptions to Certification for Paperwork Reduction Act Submissions

There are no exceptions to the certification. These activities comply with the requirements in 5 CFR 1320.9.

Section A — List of Attachments

- **Attachment A: ODPHP/PCSFN Speaking Request form**