**OMB Control Number: 0990-0281**

ODPHP Generic Information Collection Request: Prevention Communication and Formative Research

Office on Health Promotion and Disease Prevention/Application for the Healthy People 2030   
Champion/ Partner Program

Audience:

Supporting Statement — Section A

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**Submitted to:**

Sherrette Funn

Office of the Chief Information Officer

U.S. Department of Health and Human Services

**Submitted by:**

Jennifer A Bishop, ScD, MPH

Public Health Educator

Office of Health Promotion and Disease Prevention

U.S. Department of Health and Human Services

# Section A — Justification

## 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 applicants for the Healthy People 2030 Partnership Program—which includes two levels: A Champion level of engagement and a Partnership level of engagement. This information will be used to assist ODPHP in evaluating applicant fitness to participate in the program, maintain contact with the applicant/participant, and identify partnership opportunities.

**Background**

A partnership is composed of organizations that share a common focus and combine resources to implement joint activities. Partnerships can avoid duplication of effort, expand the dissemination of ideas and messages, and ensure synergy of resources (CDC, 2021).

Without question, collaborative efforts to improve health are essential. Working together, sharing resources, and combining talents enhance the opportunities and likelihood for achieving positive health outcomes. Collaboration results in positive outcomes that are superior to outcomes that result from agencies and organizations working separately on parallel paths (Hann, 2005). Additionally, the US Department of Health and Human Services has a long history of implementing partnership programs to support and extend the reach of its major initiatives, including the creation of the HHS Partnership Center for Faith Communities.

The Healthy People initiative helps individuals, organizations, and communities committed to improving health and well-being address public health priorities. At the beginning of each decade, Healthy People provides a comprehensive prevention agenda with a vision for improving health by establishing data-driven, measurable objectives with 10-year targets and assessing progress over time. It underpins HHS priorities and strategic initiatives and provides a framework for prevention and wellness programs for a diverse array of federal and non-federal stakeholders. The most recent initiative, Healthy People 2030 (HP2030), provides the next decade’s national prevention agenda and will emphasize the importance of addressing the social determinants of health, health equity, and physical and mental well-being.

In previous iterations of the initiative, partnership outreach was conducted through the Consortium program. The Healthy People Consortium was a diverse group of organizations committed to promoting and implementing Healthy People 2020 across the nation. Each day, Consortium members worked to achieve the Healthy People 2020 goals and objectives and disseminate Healthy People information.

The new Healthy People Partnership Program expands on the Consortium Program by recognizing the Program participants on health.gov and providing them with a digital badge to highlight their support of the initiative on their own websites. They’ll also get information, tools, and resources to help them promote Healthy People 2030 among their communities, partners, and others interested in achieving Healthy People 2030 goals. There are two types of engagement opportunities in this program. The first is a Champion level engagement, which reflects a lower level of engagement than the Partners. These are public and private organizations such as those at the state, local, county, and tribal levels, non-governmental organizations, non-profit organizations, businesses, academic organizations, organizations that impact health outcomes, philanthropic organizations, and tribal organizations that identify themselves as being aligned with or promoting HP2030, HP2030's vision, and HP2030's overarching goals. The purpose of the Champion level engagement is to recognize organizations who are actively working towards achieving the HP2030 national objectives, on Health.gov/healthypeople2030, a digital HP2030 Champion badge for their website to highlight their support of HP2030, and HP2030 information, tools and resources for dissemination.

The second type of engagement is the Healthy People 2030 Partners. These are national organizations with constituents, coalitions, non-profit organizations, academic organizations, State/local health departments, tribal organizations, and philanthropic organizations, and businesses who are interested in partnering with ODPHP and committing to the development/production of one or more of the HP2030 deliverables. Partners will receive all of the benefits of the Champions, and opportunities to: be featured in Healthy People outreach content (e.g., HP in Action and webinars), promote notices of funding opportunities that address HP2030 objectives, including those aimed at addressing research objectives and contribute to HP2030 journal publications. They will also receive early access to Healthy People promotional language and social media content, and Healthy People events, including technical assistance workshops and learning modules.

## Purpose and Use of the Information Collection

The purpose of the data collection is to identify appropriate organizations for the Healthy People 2030 Partnership Program. The multiple choice and essay information collected in each application will be used to evaluate the organization’s suitability to serve as a Champion or Partner, and the organization’s ability to make a contribution towards attaining the HP2030 objectives. The contact information that is requested will be used to send communications and the resources that enable participants to disseminate Healthy People information to their constituents/audiences and collaborate with ODPHP.

Below is a list of information that will be collected as part of the Champion and Partner application process:

* Point of contact’s name and contact information
* Organization’s address
* Year of organization’s establishment
* Organization’s website and other communication vehicles
* A brief description of the organization’s mission, values and purpose
* Description of the Organization’s key audience, audience size and key stakeholders
* A description of how the organization supports or plans to support the Healthy People 2030 vision-- for example, through efforts to prevent disease, eliminate health disparities, prioritize underserved populations, or address Healthy People Leading Health Indicators
* Sectors that the organization engages with that could enhance the Healthy People Objectives

In addition, Healthy People 2030 Partners applicants are being asked to:

* Identify of the healthy people objectives that their organization supports.
* Identify at least 3 opportunities/action items their organization proposes to complete as a Healthy People 2030 Partner

## Use of Improved Information Technology and Burden Reduction

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

## Efforts to Identify Duplication and Use of Similar Information

The Healthy People 2030 Partnership Program is specific to ODPHP and to our knowledge, there is no information of a similar nature that is currently being collected within ODPHP, the Office of the Assistant Secretary for Health or the U.S. Department of Health and Human Services.

## Impact on Small Businesses or Other Small Entities

No small businesses will be impacted or involved in this data collection.

## Consequences of Collecting the Information Less Frequently

This request is for one-time data collection. These data have not previously been collected elsewhere.

## 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.

## 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.

## Explanation of Any Payment or Gift to Respondents

Application to and participation in the Healthy People 2030 Partnership Program is completely voluntary. There is no cost to become a Healthy People 2030 Champion/Partner, and no gifts or payments will be provided to those who apply to and become participants of the program.

## 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.

## Justification for Sensitive Questions

ODPHP does not anticipate that research participants will perceive questions as sensitive in nature. ODPHP will focus on collecting information that will enable the office to make a decision on the suitability of the organization to participate in the program.

## Estimates of Annualized Burden Hours and Costs

We estimate that each prospective applicant will spend a total of 35minutes completing the application for the Champion or Partnership program (see **Attachment B:** **Champion Application).** Most applicants for this program will consist of nonprofit public health practitioners are calculated using the mean hourly wage for public health practitioners ($31.49). 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 Respondents** | **No. of Responses per Respondents** | **Average Burden per Response** | **Total Burden Hours** | **Hourly Wage Rate** | **Total Participant Costs** |
| Organizations applying to become Healthy People Champions | 800 | 1 | 35/60 | 280 | $31.49 | $8,817 |
| Grand Total | 800 |  | 35/60 | 320 | $8,8177 | $8,817 |

## Estimates of Annualized Burden Hours and Costs

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

## Annualized Cost to the Government

One ODPHP CSD employee will be involved 5% of time to manage the Healthy People 2030 Champion application process. The cost of this person’s time is estimated to be $8,725 per year. Additional ODPHP CSD staff (7) will be involved 2% of each FTEs’ time to review Champion applications, for a total of $12,215 per year.

The government also anticipates an approximate cost of $3,000 per year to host and maintain the application on the ODPHP Health.gov/healthypeople website.

Contract staff shall also assist the ODPHP Community Strategies Division in monitoring, tracking and evaluating the Healthy People 2030 Champion online applications and onboarding. Activities may include but are not limited to developing tools, resources, and correspondence; monitoring and tracking applications received, status, and badge use; and providing meeting support. The government anticipates an approximate cost of $28,440 per year.

The total estimated average cost to the government per year is $52,380.

## Explanation for Program Changes or Adjustments

This is new data collection.

## Plans for Tabulation and Publication and Project Time Schedule

After the receipt of an application/data, ODPHP will input the information into a spreadsheet to determine whether the application is complete, and the applicant suitable for participation in the program. Applications information will be segmented based upon application status (e.g., under review, accepted and denied). 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 partners, number of applicants, number of approved applications, number of application denials, the reach of applicants and geographic distribution of the partners). This information will be used for internal purposes to evaluate the performance of the program and help shape outreach and promotion efforts for the program. Information will be kept and disposed of according to the National Archives Record Schedule.

**Proposed Timeline**

|  |  |
| --- | --- |
| **Completion Date** | **Major Tasks/Milestones** |
| 5/1/2022 | * Publish FRN promoting the use of the application for the Healthy People 2030 Champions and Partner Program * Release the application on Health.gov |
| 3/1/2022-12/31/2028 | * The application review process is open and a determination on each application should be made within 60 days of receipt |
| 1/01/2029 | * The application cycle ends for both programs |

## Reason(s) Display of OMB Expiration Data is Inappropriate

We are requesting no exemption.

## 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

[IN SEPARATE FILES]

* **Attachment A:** **Healthy People 2030 Champion Application form**

**References:**

Centers for Disease Control and Prevention. (2013). Partnerships, Coalitions & Collaborations. <https://www.cdc.gov/oralhealth/funded_programs/infrastructure/partnerships.htm>

Hann N. E. (2005). Transforming public health through community partnerships. *Preventing chronic disease*, *2* (Spec No), A03.