

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 NYSS Champions/
Partner Program**

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 applicants for the NYSS Champions partnership initiative. This information will be used to assist ODPHP in evaluating applicant fitness to join the partnership, maintain contact with the applicant/participant, and identify partnership and engagement 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 U.S. 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 National Youth Sports Strategy (NYSS) was released in September 2019 with a vision that one day, all youth will have the opportunity, motivation, and access to play sports. The implementation of the NYSS provides an opportunity for the Office of the Assistant Secretary for Health (OASH) and the federal government to continue communicating to the public about the importance of physical activity and to highlight specific strategies to increase physical activity among youth, such as through sport participation. Implementation of the NYSS focuses on reducing these disparities and creating safe, fun, inclusive, developmentally appropriate, and accessible sports opportunities for all youth. This work aligns with EO 13985: Advancing Racial Equity and Support for Underserved Communities Through the Federal Government and Executive Order 14048, which states that the President's Council on Sports, Fitness & Nutrition should "continue to promulgate a national strategy (the National Youth Sports Strategy)." As part of NYSS implementation efforts, ODPHP launched the NYSS Champions partnership initiative to engage with and recognize organizations that align with or support the NYSS vision. NYSS Champions range in size from small community-based organizations to large national organizations, and represent various sectors, such as academia, park and recreation, and technology.

NYSS Champions will be recognized on health.gov as part of an interactive directory that allows users to search for organizations by geographic location or by population served, with a focus on underserved populations. NYSS Champions will also receive a digital badge that they can embed on their website, a social media toolkit, and a press release template that they can use

to highlight their support for the NYSS and promote their status as an NYSS Champion. ODPHP will also create opportunities to connect NYSS Champions with HHS and with each other, such as workshops, partner webinars, and a regular newsletter that will provide NYSS Champions with federal tools and resources and offer a mechanism for NYSS Champions to share updates and opportunities with each other.

2. Purpose and Use of the Information Collection

The purpose of the data collection is to streamline the identification and onboarding of appropriate organizations for the NYSS Champions partnership initiative. The multiple choice, select all that apply, and essay information collected in each application will be used to evaluate the organization's suitability to serve as a partner, assess the organization's alignment with the NYSS vision, and gather information that would be used to list the organization on health.gov. The contact information that is requested will be used to send communications and the resources that enable participants to disseminate NYSS-related information to their constituents/audiences and collaborate with ODPHP.

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

- Point of contact's name and email
- Organization's name, address, and website
- A brief description of how the organization supports or plans to support the NYSS vision
- A brief description of the organization
- Number of youth served directly by the organization annually (if applicable)
- Amount of money provided for charitable support to youth sports annually (if applicable)*
**This question is for businesses and foundations that support youth sports financially. Organizations who support youth sports through programming do not answer with their operating budget.*
- Number of volunteer hours provide by the organization to youth sports-related activities annually (if applicable)

In addition, NYSS Champions applicants are being asked to:

- Identify one level of the NYSS framework that best represents the organization and its goals/actions
- Identify 3 opportunities/action items from the NYSS that their organization will start or continue to focus on as an NYSS Champion
- Indicate any specific underserved populations that the organization focuses on
- Identify the U.S. states, territories, or jurisdictions in which the organization operates or provides programming

3. Use of Improved Information Technology and Burden Reduction

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

4. Efforts to Identify Duplication and Use of Similar Information

The NYSS Champions partnership initiative 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.

5. Impact on Small Businesses or Other Small Entities

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

6. Consequences of Collecting the Information Less Frequently

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

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

Application to and participation in the NYSS Champions partnership initiative is completely voluntary. There is no cost to become an NYSS Champion, and no gifts or payments will be provided to those who apply to join the partnership.

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 website. 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 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 and best engage the participants once they are a part of the partnership network.

12. Estimates of Annualized Burden Hours and Costs

We estimate that each prospective applicant will spend a total of 20 minutes completing the application (see **Attachment B: NYSS Champion Application**). Most applicants for this program will consist of nonprofit public health practitioners, so participant costs 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 NYSS Champions	75	1	20/60	24.75	\$31.49	\$779.38
Grand Total	75	1	20/60	24.75	\$31.49	\$779.38

13. Estimates of Annualized Burden Hours and Costs

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

14. Annualized Cost to the Government

Currently, there is not an automated process to assess and onboard NYSS Champions. Interested parties respond to the FRN, and ODPHP gathers any additional information via email or meetings, representing a high burden for applicants and a high administrative burden for

ODPHP. Through an online web-form, applicants would have a one-step process to both complete the application to become an NYSS Champion and simultaneously provide all information that would be needed to display the organization on health.gov, if approved. Currently, one ODPHP Division of Prevention Science employee is spending 10% of time managing the NYSS Champion application process. The cost of this person’s time is estimated to be \$6,594 per year. With an online form, it is expected to reduce time spent by half, reducing costs to \$3,297 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 website.

Contract staff shall also assist the ODPHP Division of Prevention Science in displaying NYSS Champions on health.gov and engaging organizations in the network. Activities may include but are not limited to updating the NYSS Champions directory on health.gov, developing blogs or social media graphics, and providing meeting support. The government anticipates an approximate cost of \$18,500 per year. ODPHP will also use the OASH Salesforce platform to facilitate partner communication, costing approximately \$6,500 for licenses annually.

The total estimated average cost to the government per year is \$31,297.

15. Explanation for Program Changes or Adjustments

Collecting application data via this online form will help reduce the burden on applicants and federal staff.

16. Plans for Tabulation and Publication and Project Time Schedule

After submission of application/data, data will be automatically imported as a case in the Salesforce software, the platform ODPHP uses to manage the partnership. Applications will be segmented based upon application status (e.g., under review, awaiting partnership agreement, added as an NYSS Champion, 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, distribution of NYSS Champions across levels of the NYSS framework, populations served, etc.). This information will be used to help shape outreach and promotion efforts for the program and to demonstrate the diversity of the network to partners. Information will be kept and disposed of according to the National Archives Record Schedule.

Proposed Timeline

Completion Date	Major Tasks/Milestones
08/22/2022	<ul style="list-style-type: none"> Publish FRN announcing the opportunity to become an NYSS Champion
8/22/2022	<ul style="list-style-type: none"> Publish webform application to become an NYSS Champion

10/1/2022	• Review applications on a rolling basis within 2 weeks of submission
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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

[IN SEPARATE FILES]

- **Attachment A: NYSS 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.