

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1050)

Instruction: This form should be completed by the primary contact person from the Program sponsoring the collection.

DETERMINE IF YOUR COLLECTION IS APPROPRIATE FOR THIS GENERIC CLEARANCE MECHANISM:

Instruction: Before completing and submitting this form, determine first if the proposed collection is consistent with the scope of the Collection of Routine Customer Feedback generic clearance mechanism. To determine the appropriateness of using the Collection of Routine Customer Feedback generic clearance mechanism, complete the checklist below.

If you select “yes” to all criteria in Column A, the Collection of Routine Customer Feedback generic clearance mechanism can be used. If you select “yes” to any criterion in Column B, the Collection of Routine Customer Feedback generic clearance mechanism cannot be used.

Column A	Column B
The information gathered will only be used internally to CDC. [X] Yes [] No	Information gathered will be publicly released or published. [] Yes [X] No
Data is qualitative in nature and not generalizable to people from whom data was not collected. [X] Yes [] No	Employs quantitative study design (e.g. those that rely on probability design or experimental methods) [] Yes [X] No
There are no sensitive questions within this collection (e.g. sexual orientation, gender identity). [X] Yes [] No	Sensitive questions will be asked (e.g. sexual orientation, gender identity). [] Yes [X] No
Collection does not raise issues of concern to any other Federal agencies. [X] Yes [] No	Other Federal agencies may have equities or concerns regarding this collection. [] Yes [X] No
Data collection is focused on determining ways to improve delivery of services to customers of a current CDC program. [X] Yes [] No	Data will be used to inform programmatic or budgetary decisions, for the purpose of program evaluation, for surveillance, for program needs assessment, or for research. [] Yes [X] No
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. [X] Yes [] No	

Did you select “Yes” to all criteria in Column A?

If yes, the *Collection of Routine Customer Feedback* generic clearance mechanism may be appropriate for your investigation. You may proceed with this form.

Did you select “Yes” to any criterion in Column B?

If yes, the *Collection of Routine Customer Feedback* generic clearance mechanism is **NOT** appropriate for your investigation. Stop completing this form now.

TITLE OF INFORMATION COLLECTION: 2023 Public Health Improvement Training
Reaction Surveys – Private Sector Attendees

PURPOSE: The Centers for Disease Control and Prevention (CDC) seeks to obtain approval to collect private sector attendee feedback from the 2023 Public Health Improvement Training (PHIT). PHIT is an annual training conference supported by the CDC that provides public health professionals with access to interactive skill-building workshops designed to help them strengthen the performance of their organizations. PHIT was last held in person in 2019 but occurred virtually in 2021 and 2022. In 2023, PHIT will use a hybrid format, including a one day, in-person training offering (“Mini PHIT” on May 8, 2023) and a three-day, fully virtual training offering (June 5-7, 2023). The virtual offering includes adapted content from the in-person event and additional, virtual-only content. Attendees may choose to attend both events or the virtual option alone, based on their circumstances and needs. Given the new format, CDC has a particular interest in understanding the attendee experience in 2023.

To obtain feedback related to private sector attendees’ satisfaction with and reaction to PHIT, CDC is proposing the use of brief session reaction surveys (up to 4 or 6 questions, respectively) and low-burden, post-training reaction surveys (up to 12 questions each). The post-training reaction survey will be administered to registrants at the conclusion of the one-day, in-person training and at the end of the three-day virtual training event, based on the training format(s) selected at the time of registration. Workshop and special session surveys will invite attendees’ reaction to specific sessions, while the post-event surveys will capture respondents’ reactions overall and to specific aspects of the event, such as the types of offerings, training topics, and the Web-based training platform (mobile and desktop event applications).

This collection is one part of a two-part project and complements the accompanying submission titled “2023 Public Health Improvement Training Reaction Surveys – STLT Attendees”.

DESCRIPTION OF RESPONDENTS:

All private sector registrants for PHIT, both in-person and virtual, are potential respondents to post-event and session surveys. Organizers anticipate about 25 private sector registrants to attend the in-person event in 2023. Those who attend in person also will have the option to attend virtual PHIT and will be invited to respond to the post-event survey for virtual registrants. Organizers expect that at least 40 additional private sector individuals will register for virtual PHIT only (65 private sector registrants total). Common titles of private sector attendees include (but are not limited to): program manager, director, improvement specialist, program coordinator, program analyst, and epidemiologist.

TYPE OF COLLECTION: (Check one)

Instruction: Please sparingly use the Other category

☐ Customer Comment Card/Complaint Form
☐ Usability Testing (e.g., Website or Software)
☐ Focus Group

☒ Customer Satisfaction Survey
☐ Small Discussion Group
☐ Other: _____

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.

Name: Brittany Argotsinger, MPH

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974? ☐ Yes ☐ No
3. If Applicable, has a System or Records Notice been published? ☐ Yes ☐ No

Gifts or Payments:

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

If Yes: Please describe the incentive. If amounts are outside of customary incentives, please also provide a justification

BURDEN HOURS

In 2023, organizers expect that up to 65 PHIT attendees will represent the private sector. The majority of PHIT attendees typically represent STLT agencies (see generic ICR entitled, “2023 Public Health Improvement Training Reaction Surveys – STLT Attendees”).

Given the format of the event in 2023, an estimation of total burden includes both in-person and virtual post-event survey responses on two types of session surveys (a skill-building workshop survey and a special session survey for plenary, town hall, and coffee chat (peer sharing sessions) as well as a post-event reaction survey. Burden estimates reflect the following:

- The skill-building survey includes 5 closed-ended questions and one open-ended question it is anticipated that up to 400 responses (75 responses [3 sessions x 25 attendees] from the in-person event and 325 responses [5 sessions x 65 attendees] from the virtual event) will be collected after the skill-building sessions.
- The special session survey contains 3 closed-ended questions and one open-ended question. It is estimated that up to 285 responses (25 responses [1 session x 25 attendees] from the in-person event and 260 responses [4 sessions x 65 attendees] from the virtual event) will be collected after special sessions.
- The in-person post-event survey includes 9 closed-ended questions and one open-ended question; the virtual post-event survey includes 11 closed-ended questions and one open-ended question. Each version of the survey includes conditional branching, therefore the

actual number of items to which participants respond will vary. Respondents will complete the surveys using Web-based survey software integrated within the training platform. Based on attendance estimates, up to 25 private sector registrants will respond to the post-event survey following the in-person event and up to 65 private sector registrants will respond to the post-event survey following the virtual event.

To estimate the burden (hours), CDC piloted the survey with internal CDC staff to calculate the average length of time to complete each survey, including reading the instructions. Based on the results of the pilot, the average time to complete a workshop or special session reaction survey is 2 minutes. The average time to complete the post-event reaction survey for in-person attendees is 4 minutes and for virtual attendees is 5 minutes. The total estimated burden (hours) for 775 private sector respondents is reflected in the table below. There are no other costs to the respondents.

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Skill-building workshop survey respondents from private sector/non-governmental entities (in-person and virtual)	400	2/60	13
Special session survey respondents from private sector/non-governmental entities (in-person and virtual)	285	2/60	10
In-person post-event reaction survey respondents from private sector/non-governmental entities	25	4/60	2
Virtual post-event reaction survey respondents from private sector/non-governmental entities	65	5/60	5
Totals	775		30

FEDERAL COST: The estimated annual cost to the Federal government is \$1,766.

There are no equipment or overhead costs. Costs to the federal government are limited to 0.02 FTE salary for CDC staffing. CDC staff will lead the development and pilot testing of the survey instrument and manage all aspects of data cleaning, analysis, and reporting.

Estimated Annualized Cost to the Federal Government

Staff (FTE)	Estimated Hours	Hourly Rate	Total Cost
Health Scientist (GS13) OMB package development, pilot testing, survey programming support, data management (cleaning, analysis, reporting)	21 (0.01 FTE)	\$53.16/hour	\$1,116
Public Health Advisor (GS9) Support for data cleaning, analysis, and reporting	21 (0.01 FTE)	\$30.93/hour	\$650

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?
☒ Yes ☐ No

If Yes: Please provide a description of both below (or attach the sampling plan)

If No: Please provide a description of how you plan to identify your potential group of respondents and how you will select them or ask them to self-select/volunteer

Session Surveys: All individuals who register for and/or attend specific PHIT sessions will serve as the potential group of respondents for the respective session surveys. A single registrant may complete several session surveys if they attend multiple sessions. Session surveys are accessible from workshop and special session landing pages in the event application and also will appear on an attendee's centralized survey launch page when they register for or attend a particular session (Attachment E). Upon entry to in-person sessions, attendee badges will be scanned. This will enable access to the session survey in the event application. The same will happen when attendees join a virtual session through the event application or add a session to their agenda (i.e., register). During all sessions, moderators will show attendees where they can access the session survey in the event application and invite session-specific feedback. A push notification and/or in-session chat messages (Attachment F) may be sent at the end of each session inviting individuals to complete session surveys.

Post-Event Surveys: All individuals who register to attend PHIT 2023 will serve as the potential group of respondents for post-event surveys. Post-event surveys will be accessible to attendees from their centralized survey launch page in the event application (Attachment E) during the final closing plenary of the respective event. Closing plenary attendees will receive a chat message with an invitation to provide feedback and directions to access the survey (Attachment F). All registrants will receive an email invitation immediately after the respective training event (in person and/or virtual) at the email address provided during registration (Attachment G). The email will include an external Web link to their centralized survey launch page with an invitation to complete the post-event reaction survey.

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

To make it easier to provide session and post-event feedback, attendees will have the option to access all session surveys from a centralized survey launch page in the event application (Attachment E). During the closing session for each event (in-person and virtual), a chat message to closing plenary participants (Attachment F) will invite attendees' feedback and direct them to their centralized survey launch page to complete the corresponding post-event survey. Immediately after the training ends, all registrants also will receive an email invitation to complete the post-event survey (Attachment G). All registrants will receive two

email reminders at one week prior to the close of the survey and two days prior to the close of the survey (Attachment H). Each post-event survey will remain open for two weeks.

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Attachment A: Instrument 1–Skill-Building Workshop Survey (Word and Web Versions)

Attachment B: Instrument 2–Special Session Survey (Word and Web Versions)

Attachment C: Instrument 3–Post-Event Survey for In-Person Attendees (Word and Web Versions)

Attachment D: Instrument 4–Post-Event Survey for Virtual Attendees (Word and Web Versions)

Attachment E: Survey Access from Event Home Screen and Centralized Survey Launch Page

Attachment F: Event Push Notifications, Moderator Script, and In-Session Chat Messages

Attachment G: Post-Event Survey Email Invitation

Attachment H: Post-Event Survey Email Reminders