New Requirements for Supporting Statement A

GenIC

Request for Approval under the

Generic Clearance for the Collection of Routine Customer Feedback

OMB Number 0920-1050

RVR Website Content Feedback Survey

- Goal of the study (e.g., determine behavioral factors that influence changes in weight over time or evaluate program delivery processes):
  The Respiratory Virus Response (RVR) pages were created as a service to identify early and evolving trends to inform the public, partners, and decision makers by providing robust situational awareness on the status of COVID-19, Influenza, and Respiratory Syncytial Virus (RSV). Included on these pages are data visualizations that provide information on the viruses' activity levels and severity. To ensure that the needs of the general public are being met, content and visualizations will continue to be added, updated, or refined. We are utilizing the cdc.gov's feedback survey mechanism to collect opt-in feedback on whether these pages, and their associated content, are providing useful and actionable information.

- Intended use of the resulting data (e.g., provide suggestions for improving community-based programs):

  The purpose of the RVR cdc.gov feedback survey is to inform future improvements to the RVR webpages and associated/related online content. The data collected through the survey will help CDC better understand the usefulness of data visualizations and text interpretations and in what ways the content could be improved to better meet their needs.

- Methods to be used to collect (e.g., prospective cohort design; randomized trial; etc.):

  An opt-in online survey will be available on RVR webpages on cdc.gov. Survey questions were developed within the Office of Public Health Data, Surveillance, and Technology, Inform & Disseminate Division, Dissemination Technology and Services Branch to support RVR (Respiratory Viral Response). Question development and website survey deployment is all completed through the CDC. The questions are based on questions that were developed for pre-launch user testing—which were focused on getting feedback on ease of understanding RVR data visualizations and overall usefulness of the data as presented.

- The subpopulation to be studied (e.g., school-age children in North Carolina, conference attendees):

  The subpopulation will be visitors to RVR webpages on cdc.gov who click on the "Give us your feedback" graphic and opt-in to answering the survey questions. No PII is collected.

- How data will be analyzed (e.g., logistic regression, descriptive statistics):

  Descriptive analysis will be used to analyze the data.