

## 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.<br>[X] Yes   [ ] No   | Information gathered will be publicly released or published.<br>[ ] Yes   [X] No   |
| Data is qualitative in nature and not generalizable to people from whom data was not collected.<br>[X] Yes   [ ] No   | Employs quantitative study design (e.g. those that rely on probability design or experimental methods)<br>[ ] Yes   [X] No   |
| There are no sensitive questions within this collection (e.g. sexual orientation, gender identity).<br>[X] Yes   [ ] No   | Sensitive questions will be asked (e.g. sexual orientation, gender identity).<br>[ ] Yes   [X] No  |
| Collection does not raise issues of concern to any other Federal agencies.<br>[X] Yes   [ ] No  | Other Federal agencies may have equities or concerns regarding this collection.<br>[ ] Yes   [X] No  |
| Data collection is focused on determining ways to improve delivery of services to customers of a current CDC program.<br>[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.<br>[ ] 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.<br>[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.

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**TITLE OF INFORMATION COLLECTION:** [PHIC] 2024 Public Health Improvement Training (PHIT) Reaction Surveys – Private Sector Attendees

**PURPOSE:** The Centers for Disease Control and Prevention (CDC) seeks to obtain approval to collect private sector (e.g., nongovernmental organizations, academic institutions, or other private sector) attendee feedback from the 2024 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, 2022, and hybrid (both virtually and in person) in 2023. In 2024, PHIT will use a hybrid format, including a two day, in-person training offering (“Mini PHIT” on May 20-21, 2024) and a three-day, fully virtual training offering (June 3-5, 2024). 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.

To obtain feedback related to private sector attendees’ satisfaction with and reaction to PHIT, CDC is using a low-burden, post-training reaction survey (up to 13 questions each). The post-training reaction survey will be administered to registrants at the conclusion of the two-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. The post-event survey 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 “[PHIC] 2024 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 the post-event survey. Organizers anticipate about 22 private sector registrants to attend the in-person event in 2024. 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 90 additional private sector individuals will register for virtual PHIT only (112 private sector registrants total). Common titles of private sector attendees include (but are not limited to): program manager, director, improvement specialist, program coordinator, and program analyst.

**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: Cassandra Frazier, 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 2024, organizers expect that up to 112 PHIT attendees will represent the private sector. Given the format of the event in 2024, an estimation of total burden includes both in-person and virtual post-event survey responses. Burden estimates reflect the following:

- The in-person includes 9 closed-ended questions and two open-ended question and virtual post-event survey includes 11 closed-ended questions and two open-ended question. 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 22 private sector registrants will respond to the post-event survey following the in-person event and up to 90 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 the post-event reaction survey is 4 minutes. The

total estimated burden (hours) for 112 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 |
|--|--------------------|--------------------|--------------|
| In-person post-event reaction survey respondents from private sector/non-governmental entities | 22                 | 4/60               | 1.46         |
| Virtual post-event reaction survey respondents from private sector/non-governmental entities   | 90                 | 4/60               | 6            |
| <b>Totals</b>  | <b>112</b>         |                    | <b>7.46</b>  |

**FEDERAL COST:** The estimated annual cost to the Federal government is \$2,247. 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 (GS14)<br>OMB package development, pilot testing, survey programming support, data management (cleaning, analysis, reporting) | 21<br>(0.01 FTE) | \$70/hour   | \$1,470    |
| Health Scientist (GS11)<br>Support for data cleaning, analysis, and reporting  | 21<br>(0.01 FTE) | \$37/hour   | \$777      |

#### **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?  
[ X ] 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

Post-Event Survey: All individuals who register to attend PHIT 2024 will serve as the potential group of respondents for the post-event survey. The post-event survey will be accessible to attendees from their centralized survey launch page in the event application (Attachment C) 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 D). 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 E). The email will include an external Web link to their centralized survey launch

page with an invitation to complete the post-event reaction survey. Reminder emails to complete the survey will be sent one week and one day before the survey closes (Attachment F).

**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

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

Attachment A: Instrument 1–Post-Event Survey for In-Person Attendees (Word and Web Versions)  
Attachment B: Instrument 2–Post-Event Survey for Virtual Attendees (Word and Web Versions)  
Attachment C: Survey Access from Event Home Screen and Centralized Survey Launch Page  
Attachment D: Event Push Notifications and In-Session Chat Messages  
Attachment E: Post-Event Survey Email Invitation  
Attachment F: Post-Event Survey Email Reminders