

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.

Note: Use OMB format when asking race/ethnicity as well as gender questions.

TITLE OF INFORMATION COLLECTION:

Essentials for Parenting Toddlers Customer Service Feedback

PURPOSE:

Essentials for Parenting (EfP) Toddlers and Preschoolers is a highly accessed resource on CDC's website. It serves as a free, self-directed, and universal parenting resource that addresses common parenting challenges. EfP Toddlers and Preschoolers has not had a refresh with updated recommendations for parents and caregivers of toddlers and preschoolers in several years. CDC's Division of Violence Prevention will conduct interviews with parents and caregivers of children ages 2-4 to identify parenting best practices and existing evidence-based materials for parents and caregivers of toddlers and preschoolers. We will conduct five focus groups with a max of 40 participants total with English- and Spanish-speaking parents and caregivers. The intent of this information collection is to understand how parents and caregivers respond to the updated online content of Essentials for Parenting Toddlers and Preschoolers. We will use what we learn to refine the updated content based on users' needs and preferences. The information collected from focus group testing will let us know what parents of toddlers and preschoolers think about the updated content and ensure content on parenting techniques is tailored appropriately to parents and caregivers across diverse backgrounds. Parents and caregivers can use these updated materials to learn how to use positive parenting strategies to create healthy relationships with their toddlers and preschoolers. Information gathered will be used only internally and is not intended for release beyond CDC.

DESCRIPTION OF RESPONDENTS:

English- and Spanish-speaking parents and caregivers of toddlers and preschoolers 2-4 years old. To recruit a broad sample of parents/caregivers of toddlers and preschoolers, we will work with a market research firm.

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: _____ Karen Angel _____

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [X] No
3. If Applicable, has a System or Records Notice been published? [] Yes [X] No

This submission has been reviewed by the CDC NCIPC's Information Systems Security Officer, who has determined that the Privacy Act does not apply because CDC will not have access to or receive any personally identifiable information (PII) about participants.

Gifts or Payments:

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

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

We will use incentives for participation in focus group sessions for the parent/caregiver primary audience. We will use the information collected from focus group testing to understand how parents and caregivers of 2 to 4-year-olds respond to the content of the Essentials for Parenting Toddlers and Preschoolers resource and to ensure content on parenting techniques is tailored appropriately to parents and caregivers across diverse backgrounds. To address these goals, we will aim to recruit a diverse sample of parents and caregivers to ensure messages meet the needs of diverse families. To facilitate recruitment of the target number of participants, CDC will provide a \$40 token of appreciation following their participation in one focus group, amount approved by OMB for this generic mechanism. The [Office of Population Affairs](#) encourages the use of incentives to encourage participation in focus groups (Aharpour et al., 2020), and research has shown that compensation for participation in research can contribute to improved response rates and expedited data collection (Berlin et al., 1992).

BURDEN HOURS

Category of Respondent	Form Name	No. of Respondents	Participation Time Hour	Burden
Parents and Caregivers of children ages 2-4	Recruitment Screener (Att. 1)	150	2/60	5
	Focus Group Guide (Att. 3)	40	1	40
	Consent Form (Att. 2)	40	5/60	3
	Recruitment Screener – Spanish (Att. 4)	150	2/60	5
	Focus Group Guide – Spanish (Att. 5)	40	1	40
	Consent Form –	40	5/60	3

	Spanish (Att.6)			
Totals				96

FEDERAL COST: The estimated annual cost to the Federal government is __\$ 5,000.

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 [X] 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

CDC will conduct a total of five focus groups with English- and Spanish-speaking parents and caregivers of preschoolers and toddlers 2-4 years old. Each group will have up to 8 participants for a maximum of 40 participants across all groups. To gather a broad sample of parents/caregivers of toddlers and preschoolers, we will work with a market research firm, L&E, for recruitment. L&E (recruitment firm) has a nationwide reach in their database to recruit for projects all across the United States.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[X] Web-based or other forms of Social Media
[] Telephone
[] In-person
[] Mail
[] Other, Explain
2. Will interviewers or facilitators be used? [X] Yes [] No

References

Aharpour, D., Angus, M.H., and O'Connell, K., (2020). Tip Sheet for Conducting Focus Groups, Washington, DC: Office of Population Affairs, Office of the Assistant Secretary for Health, U.S. Department of Health and Human Services

Berlin, M., Mohadjer, L., Waksberg, J., Kolstad, A., Kirsch, I., Rock, D., & Yamamoto, K. (1992). An experiment in monetary incentives. In Proceedings of survey research methods section (pp. 393-398).

Lathen, L., & Laestadius, L. (2021). Reflections on Online Focus Group Research With Low Socio-Economic Status African American Adults During COVID-19. International Journal of Qualitative Methods, 20, 16094069211021712. <https://doi.org/10.1177/16094069211021713>

