SUPPORTING STATEMENT B

Suicide Prevention 2.0 Program - Community Opinion Survey

OMB Control Number 2900-0911

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Provide a numerical estimate of the potential respondent universe and describe any sampling or other respondent selection method to be used. Data on the number of entities (e.g., households or persons) in the universe and the corresponding sample are to be provided in tabular format for the universe as a whole and for each strata. Indicate expected response rates. If this has been conducted previously include actual response rates achieved.

The primary questions of interest in the Community Opinion Survey (COS) focus on change over time at the community level in the measures of interest—for example, lowering of stigma levels, increased awareness of suicide support options and willingness to seek care in a crisis, increased knowledge about Veterans and suicide prevention. In order to examine these questions, communities will have to be surveyed at least twice, before new implementations of programs or policies, and after the implementation. Individual respondents will not be re-surveyed, rather, two samples of the community will be taken at two time points to assess change at the community level. For this purpose, communities are defined as individual States. The survey has been distributed previously among 22 states during years 2022-2025 for "Time 1" data. The survey will continue to be administered to complete "Time 1" data in those states, as well as to collect "Time 1" and "Time 2" data in 33 additional states and territories.

The respondent universe are adults living in the community. The sample will be constructed based on an equal probability model of known households using high quality address-based sample lists. Stratified sampling will not be required. The initial samples will be constructed to be representative of the adult population of the State or relevant community with respect to age, sex, race, and ethnicity. The obtained final sample will be examined to identify any systematic non-response by demographic group, and the final data will be weighted to appropriately represent the survey community. This quantity will vary by community. The sample will be constructed based on an equal probability basis. Response rates will vary depending on location and the intensity of follow-up possible within the designated data collection field period but are expected to be consistent with rates generated by current best-practices in survey research.

2. Describe the procedures for the collection of information, including:

- **Statistical methodology for stratification and sample selection**

No stratification is anticipated at this time. The sample will be an Address-Based Sample (ABS) list obtained from Dynata (previously known as Survey Sampling Incorporated), which is recognized as an industry leader in statistically-sound survey research samples. These sample lists can be constructed using various filters, stratification designs, and oversampling parameters based on information at both the community level and the household level. However, we are specifying a simple random sample of households within the designated community. Sample records will contain street addresses as well as phone numbers and email addresses where available.

- **Estimation procedure**

The survey data will generate measures of proportions and percentages. The required sample sizes required to support analysis will be calculated based on expected variation in measures over time due to the impact of the interventions.

- **Degree of accuracy needed**

Standard alpha and beta levels.

- **Unusual problems requiring specialized sampling procedures**

None known.

- **Any use of less frequent than annual data collection to reduce burden**

For any given community, surveys will be conducted no less than one year apart.

3. Describe methods to maximize response rate and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

Survey response rates are a dual function of the ability to contact potential respondents and to engage their cooperation. Survey response rates will be maximized by using a high-quality initial sample combined with recruitment language focused on communicating the legitimacy of the research program, the saliency to the individual respondent, and the assurance of confidentiality. Survey respondents will be offered multiple modes of response and will be contacted repeatedly with reminders throughout the field data collection period. Despite intensive efforts, substantial levels of non-response are to be expected. Demographic characteristics of respondents will be compared with other sources of community-level data (e.g., Census data) as well as household profiles supplied by Dynata. Other tests for potential non-response bias can be conducted by comparing early respondents with later respondents. The final collected data will be weighted for non-response to correspond to the sampled community.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions of 10 or more individuals.

Survey items are adapted from validated and reliable scales that have known psychometric properties and have been utilized in survey and other research in the past.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

Dr. Rani A. Hoff, Rani.Hoff@va.gov, has been the primary survey designer and statistical methods consultant during survey distribution. Dr. Hoff has been the Director of the Northeast Program Evaluation Center within the VA Office of Mental Health, and is a trained epidemiologist and statistician. Various OMHSP staff will contribute to the statistical analyses of data. Dr. Matt Neuman, matthew.neuman@va.gov, is the VA project lead and data analyst. Dr. Neuman is a Health System Specialist within the Office of Suicide Prevention with extensive data analytic experience. Titan Alpha is the project prime contractor and will administer the survey and collect survey data from respondents.