

**Request for genIC Approval**  
**CDC/ATSDR Formative Research and Tool Development**

**0920-1154**

---

**CIO:** NCEZID

**PROJECT TITLE:** Assessing Foodborne, Waterborne and Mycotic Disease Prevention Messages

**PURPOSE AND USE OF COLLECTION:** The purpose of this project is to conduct focus group discussions (FGDs) and online surveys with U.S. adults (parents of children ages 0–4, older adults ages 65+, pregnant adults aged 18+, and immunocompromised adults 18–64) to improve foodborne, waterborne, and fungal disease prevention messages and web content. Banyan Communications will conduct the focus groups and administer the online survey.

**DESCRIPTION OF RESPONDENTS:** U.S. adults (parents of children ages 0–4, older adults ages 65+, pregnant adults aged 18+ (with a subgroup of Hispanic pregnant individuals), and immunocompromised adults 18–64)

**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. Information gathered will not be used to substantially inform influential policy decisions.
5. The study is not intended to produce results that can be generalized beyond its scope.

Name: Mmesoma Saffold

To assist review, please answer the following questions:

**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 [ ] 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? [X] Yes [ ] No

We will provide a token of appreciation of \$75 for each individual who participates in the focus group. Tokens of appreciation were determined based on previous projects and experience with conducting focus groups with individuals. The range of monetary reward is consistent with current rates for participation in formative projects. Tokens of appreciation will take the form of gift cards.

#### **BURDEN HOURS**

<b>Category of Respondent</b>	<b>Form Name</b>	<b>No. of Respondents</b>	<b>Participation Time (minutes)</b>	<b>Burden in Hours</b>
Individual	Eligibility Screener for Focus Group <i>Attachment 1</i>	480	5	40
Individual	Eligible Participant Screener for Focus Group <i>Attachment 3</i>	250	5	21
Individual	Focus Group Discussion Moderator Guide <i>Attachment 8</i>	64	60	64
Individual	Eligibility Screener for Rapid Survey <i>Attachment 9</i>	4500	2	150
Individual	Rapid Online Survey <i>Attachment 11</i>	1500	15	375
<b>Totals</b>				<b>650</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$195,592.38

**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 the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

See attachments #1, #3, #9

## 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 all instruments, instructions, and scripts are submitted with the request.**

## Instructions for completing genIC Request for Approval for CDC/ATSDR Formative Research and Tool Development

---

**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is requested.

**PURPOSE and USE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS:** Briefly describe the targeted group/groups for this collection.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

## BURDEN HOURS:

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.

**Form:** Provide the title of the information collection form.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group).

**Burden in Minutes:** Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Estimate the annual cost to the Federal government for this collection.

**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.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.