



**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

Print Date: 10/1/24

Title:	Foundational User Interviews with the public
Project Id:	0900f3eb8240a46a
Accession #:	OPHDST-IDD-8/7/24-0a46a
Project Contact:	Alante D Fields
Organization:	OPHDST/IDD
Status:	Project In Progress
Intended Use:	Project Determination
Estimated Start Date:	09/30/2024
Estimated Completion Date:	02/14/2025
CDC/ATSDR HRPO/IRB Protocol #:	
OMB Control #:	0920-1154

Determinations

Determination	Justification	Completed	Entered By & Role
HSC: Does NOT Require HRPO Review	Not Research / Other <i>45 CFR 46.102(l)</i> Quality Assurance / Improvement	9/30/24	Gadsden-Knowles_Kim (klg6) Human Subjects Coordinator
PRA: PRA Applies		9/30/24	Gadsden-Knowles_Kim (klg6) OMB/PRA Coordinator
HRPO: Concur		9/30/24	Chirila_Robert (uno4) HRPO Reviewer
ICRO: PRA Applies	OMB Approval date: 3/3/23 OMB Expiration date: 3/31/26	9/30/24	Zirger_Jeffrey (wtj5) ICRO Reviewer

Description & Funding

Description

Priority: Standard

Date Needed: 09/30/2024

Priority Justification:

CDC Priority Area for this Project: Not selected

Determination Start Date: 09/11/24

Description:

As part of CDC's focus on Human Centered Design, OPHDST's Inform and Disseminate Division (IDD) would like to collect information from the public monthly, with approximately 12-15 interviews per month within the next 5 months, for a total of 60 participants to inform the improvement and development of dashboards and other tools for data dissemination. CDC offers these dashboards and other tools as a service to the public, the end user. Information collection will be in the form of monthly rounds of semi-structured interviews using a virtual meeting platform.

IMS/CIO/Epi-Aid/Lab-Aid/Chemical Exposure Submission: No

IMS Activation Name: Not selected

Submitted through IMS Clearance Matrix: Not selected

Primary Scientific Priority: Not selected

Secondary Scientific Priority (s): Not selected

Task Force Responsible: Not selected
CIO Emergency Response Name: Not selected
Epi-Aid Name: Not selected
Lab-Aid Name: Not selected
Assessment of Chemical Exposure Name: Not selected

Goals/Purpose To ensure that Data Channel and SAPHIRE content is useful, actionable, and accessible to the public, the design team within the IDD will conduct foundational interviews for data collection from users to understand the full-spectrum experience of accessing, reviewing, and interpreting public health content with a focus on discovering the components of trust and experiences that lead to action.

Objective: Data Channels and SAPHIRE connects to the Public Health Data Strategy Milestone 3.1 by enabling external users, such as State, Tribal, Local, and Territorial Health Departments (STLTs) and the public, to have expanded access to data and visualizations for four CDC data assets, including emergency department, mortality, and case data, to support public health decision-making. Some of the top priority questions that we need to explore are around the audiences and their needs. By initiating data collection from users, the team building Data Channel and SAPHIRE capabilities will be able to answer these questions and deliver what is needed to achieve the milestone.

Does your project measure health disparities among populations/groups experiencing social, economic, geographic, and/or environmental disadvantages?: No

Does your project investigate underlying contributors to health inequities among populations /groups experiencing social, economic, geographic, and/or environmental disadvantages?: No

Does your project propose, implement, or evaluate an action to move towards eliminating health inequities?: No

Activities or Tasks: Programmatic Work

Target Populations to be Included/Represented: General US Population

Tags/Keywords: Access to Information ; Information Dissemination ; Information Literacy ; Information Seeking Behavior

CDC's Role: CDC is the sole institution conducting activity

Method Categories: Individual Interviews (Qualitative)

Methods: Facilitate semi-structured interviews by asking the interviewee open-ended questions to understand their experiences and unmet needs. Respondents will be members of the general public focusing on approximately 60 individuals, or 6 studies of 10 individuals each over the course of 5 months (~12-15 interviews/month), will be interviewed across multiple categories and demographics. Four studies will be focused on the general public: data enthusiasts/ appreciators (individuals with positive beliefs in the role of data and seek data to inform decision making) data ambivalent (individuals who do not have strong beliefs around the role of data and rarely

seek data to inform decision making), caretakers/adult children of older adults, and parents of young children. People who identify as immunocompromised will be an alternate participant category. There will also be two studies on accessibility focused on people with disabilities.

Collection of Info, Data or Biospecimen:

Qualitative interviews will be conducted using a virtual in-depth, potentially activity-based format. Qualitative data collected will be coded and anonymized to remove any potential PII to protect participants' privacy. Online collaboration tools including Excel and Miro will be used to analyze scrubbed data. Based on previous experience, a single interview results in approximately 3-4 hours of prepping, cleaning, and multiple rounds of analysis and synthesis using the data collected.

Expected Use of Findings/Results and their impact:

Data collected from these interviews will inform future development of OPHDST services like CDC Wonder and Data Channels on cdc.gov.

Could Individuals potentially be identified based on Information Collected?

No

Funding

Funding Type	Funding Title	Funding #	Original Budget Yr	# Years Award	Budget Amount
CDC Contract	Data Modernization Accelerator at CDC IDD Data Visualization and Design		2024	1	3120000.00
CDC Contract	Leverage Contractor for User Research with General Public		2024	1	77188.00

HSC Review

HSC Attributes

Quality Assurance / Improvement Yes

Regulation and Policy

Do you anticipate this project will require review by No

a CDC IRB or HRPO?

Estimated number of study participants

Population - Children

Protocol Page #:

Population - Minors

Protocol Page #:

Population - Prisoners

Protocol Page #:

Population - Pregnant Women

Protocol Page #:

Population - Emancipated Minors

Protocol Page #:

Suggested level of risk to subjects

Do you anticipate this project will be exempt research or non-exempt research

Requested consent process wavers

Informed consent for adults No Selection

Children capable of providing assent No Selection

Parental permission No Selection

Alteration of authorization under HIPAA Privacy Rule No Selection

Requested Waivers of Documentation of Informed Consent

Informed consent for adults No Selection

Children capable of providing assent No Selection

Parental permission No Selection

Consent process shown in an understandable language

Reading level has been estimated No Selection

Comprehension tool is provided No Selection

Short form is provided No Selection

Translation planned or performed No Selection

Certified translation / translator No Selection

Translation and back-translation to/from target language(s)	No Selection
Other method	No Selection

Clinical Trial

Involves human participants	No Selection
Assigned to an intervention	No Selection
Evaluate the effect of the intervention	No Selection
Evaluation of a health related biomedical or behavioral outcome	No Selection
Registerable clinical trial	No Selection

Other Considerations

Exception is requested to PHS informing those bested about HIV serostatus	No Selection
Human genetic testing is planned now or in the future	No Selection
Involves long-term storage of identifiable biological specimens	No Selection
Involves a drug, biologic, or device	No Selection
Conducted under an Investigational New Drug exemption or Investigational Device Exemption	No Selection

Institutions & Staff

Institutions

Will you be working with an outside Organization or Institution? No

Institutions yet to be added

Staff

Staff Member	SIQT Exp. Date	CITI Biomedical Exp. Date	CITI Social & Behavioral Exp. Date	CITI Good Clinical Practice Exp. Date	CITI Good Laboratory Practice Exp. Date	Staff Role	Email	Phone	Organization
Alante Fields	10/23 /2026					Program Lead	lzm1@cdc.gov	--	INFORM AND DISSEMINATE DIVISION
Matthew Ritchey	07/01 /2026	10/15/2025				Program Official	hha7@cdc.gov	770-488-7232	INFORM AND DISSEMINATE DIVISION
Raina Russ	10/23 /2026					Co-Investigator	zus8@cdc.gov		
Rebecca Rubenstein	07/01 /2026	10/15/2025				Co-Investigator	zvh5@cdc.gov		

Data

DMP

Proposed Data Collection Start Date: 10/7/24

Proposed Data Collection End Date: 2/14/25

Proposed Public Access Level: Non-Public

Non-Public Details:

Reason For Not Releasing Data: Other - Data collected is not of value to the public.

Public Access Justification: Qualitative data will be stored on project SharePoint--which is not accessible to the public.

How Access Will Be Provided for Data: Data will be stored on a project SharePoint. Any potential PII will be removed before saving to the project SharePoint.

Plans for Archival and Long Term Preservation:

Spatiality

Spatiality (Geographic Locations) yet to be added

Dataset

Dataset Title	Dataset Description	Data Publisher /Owner	Public Access Level	Public Access Justification	External Access URL	Download URL	Type of Data Released	Collection Start Date	Collection End Date
Dataset yet to be added...									

Supporting Info

Current	CDC Staff Member and Role	Date Added	Description	Supporting Info Type	Supporting Info
	Zirger_Jeffrey (wtj5) ICRO Reviewer	09/30/2024	NOA 0920-1154 (2023)	Notice of Action	NOA 0920-1154_2023.pdf
	Gindi_Renee (iuz2) Project Contact	09/24/2024	Revised document	Other	Foundation Interviews Revised_Clean.docx
	Gindi_Renee (iuz2) Project Contact	09/24/2024	Revised document	Other	Foundation Interviews Revised.docx
Current	Fields_Alante (lzm1) Project Contact	09/11/2024	0920-1050 Customer Service GenIC Template	Other-Enter new type	0920-1050 Customer Service foundational-interviews.docx
Current	Fields_Alante (lzm1) Project Contact	09/11/2024	SSA-0920-1050	Other-Enter new type	SSA_0920-1050_foundational-interviews-24.docx
Current	Fields_Alante (lzm1) Project Contact	09/11/2024	Part II Worksheet	Other-Enter new type	Part II Worksheet_0920-1050_foundational-interviews.pdf
Current	Fields_Alante (lzm1) Project Contact	09/11/2024	Interview Guide	Other-Enter new type	FINAL_Foundation Interview Script-OMB.docx
Current	Fields_Alante (lzm1) Project Contact	09/11/2024	Data Collection Plan	Other-Enter new type	CDC Data Collection Plan-final.docx
Current	Fields_Alante (lzm1) Project Contact	09/11/2024	Invitation email that vendor will send to their customer list	Other-	Email Template for Participants.docx



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention