

**Generic Clearance for CDC/ATSDR  
Formative Research and Tool Development  
CDC ENGAGE Functionality Project  
Supporting Statement B  
0920-1154**

April 1, 2025

Contact Information:

Virginia Warren  
Technology Implementation Office  
Office of Public Health Data, Surveillance, and Technology (OPHDST)  
Centers for Disease Control and Prevention (CDC)  
Phone: 404-498-2724  
Email: [upe9@cdc.gov](mailto:upe9@cdc.gov)

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## **B. Collections of Information Employing Statistical Methods**

### **1. Respondent Universe and Sampling Methods**

Respondents to the unstructured, conversational interviews will be future users of CDC ENGAGE from different roles within State, Tribal, Local, and Territorial (STLT) public health authorities (PHAs) or other external partners. Open-ended questions will yield qualitative data that will be interpreted using thematic analysis.

The activities under this generic clearance involve a non-probabilistic, non-random convenience sample of individuals from STLT PHAs or related partner organizations who agree to participate in interviews about their current work processes, challenges, needs, and desires as they relate to engagement with CDC. Results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample. Qualitative findings will be interpreted for internal human-centered design and development planning for CDC ENGAGE only.

### **2. Procedures for the Collection of Information**

Individual interviews covered under this generic clearance will be scheduled at the convenience of the participants and will be time-limited and generally conducted only once. Generally, participants in individual interview sessions will be limited to members of the interview team and the individual participants. Interviews will be conducted virtually via Microsoft Teams or similar tools.

Potential respondents will be recruited from a pool of people representing a variety of roles within STLT PHAs of different sizes and technical maturity or other external partner organizations. Regardless of methods, informed consent will be obtained before the interviews begin. The consent will inform potential participants of the voluntary nature of the interviews and provide general information about CDC ENGAGE.

For these interviews, an experienced human-centered design specialist will facilitate the discussion with probing questions as needed. The content of open-ended questions may vary for each interviewee. A qualitative conversation guide outlining topic areas, goals, and example questions is included as part of this generic clearance information collection request. Interview team members will take electronic and/or written notes for internal synthesis and analysis only. All electronic notes will be stored on the CDC ENGAGE team's CDC hosted instance of Microsoft Teams/SharePoint. Except for the interviewee's name and professional role no Personally Identifiable Information (PII) or Protected Health Information will be collected and no information from the interview will be stored on a CDC system of record.

### **3. Methods to Maximize Response Rates and Deal with No Response**

The following procedures will be used to maximize cooperation and to achieve the desired high response rate:

Invitations will be extended to potential candidates from the convenience sample group with emphasis on why the interview is important from a human-centered design perspective. It will be noted, for example, that CDC ENGAGE is being designed and developed for users specifically so that they will have a

consolidated, high-quality engagement experience with the CDC. It is in the potential respondents' own interest to share their user perspectives as the system is being designed and tested.

The information collected under this generic clearance will provide helpful user feedback that will be critical in the design of CDC ENGAGE's core functionalities and features. If the invitation to participate is not accepted by a potential candidate, then the invitation will be extended to another individual with a similar role, perhaps at another STLT PHA of similar size and technical maturity.

The information collected under this generic clearance will not yield generalizable quantitative findings; it can provide helpful user feedback, but it does not yield data about user feedback that can be generalized.

#### **4. Test of Procedures or Methods to Be Undertaken**

Similar interviews were conducted with internal CDC staff in preparation for this planned external outreach to future STLT users of CDC ENGAGE and external partner organizations. The conversation guide was tested, and notetaking, recording, and synthesis methods were vetted.

#### **5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data**

This information collection request does not employ statistical methods.

Booz Allen Hamilton is working under contract with OPHDST and will be collecting and analyzing the interview data.

Contractor	Contact
Booz Allen Hamilton	Lea Trujillo Project Manager, Data Modernization Accelerator at CDC (DMAC): STLT Engagement System fmj6@cdc.gov (602) 738-5533