

**Generic Information Collection Submissions
Formative Research and Tool Development
Supporting Statement B**

**(genIC) Formative Evaluation for Transportation Safety Resource for
Action Tool**

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B. STATISTICAL METHODS

1. Universe and Respondent Selection

Target respondents (i.e., state transportation and public health partners who currently use the MV PICCS Tool or may use a revised version in the future) may include people from state transportation and public health agencies. We will also reach out to professional associations and organizations who frequently work with state public health and transportation partners when providing technical assistance and advice about project prioritization. We will interview 20 non-federal partners.

The sampling strategy will include a purposive snowball sampling approach. It will be purposive in that we will engage known contacts whose role at least partly involves designing, administering, or evaluating safety practices, programs, policies. Given the extensive professional networks of CDC subject matter experts in transportation safety, as well as the professional networks of those non-CDC personnel working on the project from the Association of State and Territorial Health Officials and the University of North Carolina at Chapel Hill's Highway Safety Research Center, we will easily be able to generate a list of key transportation and public health contacts involved in transportation safety project prioritization. As needed, we would then ask these known contacts to refer us to one or two of their colleagues with similar roles. We will aim to select respondents representing different geographical areas of the country and different levels of work experience.

Given that the activities under this generic clearance will use convenience sampling (i.e. non-probabilistic, non-random sample), the sample associated with this collection is not subject to the same scrutiny as scientifically drawn samples where estimates are published, used to make generalizable inferences, or otherwise released to the public.

Project staff conducting the data collection will have access to personally identifying information (PII), specifically names and email address, in order to contact potential participants. However, PII will be accessible only to the project-specific research staff. This information will be destroyed when the project has ended. Additionally, this PII will not be transmitted to CDC staff.

Responding to the data collection will always be completely voluntary and respondents can opt out partially or completely if they consider it burdensome.

Results will not be used to make statements representative of any other population, 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 tool improvement purposes only.

2. Procedures for Collecting Information

As noted above, data collection will include purposive selection of key informants selected from the relevant study population. Respondents will be contacted up to three times by email to inquire about their willingness to participate. The email will provide general information about the study, the OMB approval number and expiration date, that there are no known risks to participating, and stress the completely voluntary nature of the data collection. We will let potential respondents

know that the purpose of the data collection is to gather information on the features and elements of MV PICCS that should be retained and integrated into a new transportation safety tool, as well as to gather information on new features and elements that end users desire in a new tool to help inform their transportation safety decision-making.

Data collection will occur via a web-based interview (e.g., over Microsoft Teams or Zoom). Each interview will not exceed 50 minutes, and respondents will be reminded that they can opt out partially or completely if they consider it burdensome at any point. Interviewers will take notes during the interview, and respondents will be asked if the interview can be recorded to support filling in any gaps in notetaking. If they agree, the interview will be recorded. If they do not agree to be recorded but agree to be interviewed, the interview will be conducted and only notes will be taken.

Data collected, including notes and any recordings, will be kept on secure computer servers with access restrictions to only project staff (not at CDC). Data will be analyzed using qualitative thematic analysis of semi-structured interview data. Any data transmitted to CDC will be free of PII.

3. Methods to Maximize Response

Respondents will be contacted up to three times by email to inquire about their willingness to participate to maximize potential response rates while not overly burdening potential participants. Given the extensive professional networks of CDC subject matter experts in transportation safety, as well as the professional networks of those non-CDC personnel working on the project from the Association of State and Territorial Health Officials and the University of North Carolina at Chapel Hill's Highway Safety Research Center, we will easily be able to generate an initial list of key transportation and public health contacts involved in transportation safety project prioritization. As noted above, we will also ask known contacts to refer us to one or two of their colleagues with similar roles. Therefore, if a potential participant does not respond, we will be able to draw on other potential contacts from our list.

Additionally, information collected under this generic clearance is not designed to yield generalizable quantitative findings nor is it dependent on specific sample sizes dictated by power calculations. Rather, it is designed to provide helpful feedback from potential end users of a new tool. While we intend to interview up to 20 non-federal individuals, if we gather information from slightly fewer responses, it will still meet the goals of this data collection.

4. Testing of Procedures

Pretesting of questions was conducted with internal staff to ensure clarity of questions and that the interviews do not exceed 50 minutes. If a participant does provide responses that are longer than anticipated for some questions, interviewers will adapt the semi-structured guide accordingly and may not ask less important questions (see Att1_ Semi-Structured Interview Guide).

5. Contacts for Statistical Aspects and Data Collection

The following individuals are responsible for collecting and analyzing data under this generic clearance:

Caitlin Langhorne Griffith, MPH
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