

Privacy Impact Assessment Form

v 1.21

Status

Form Number

Form Date

Question

Answer

1 OPDIV:

CDC

2 PIA Unique Identifier:

PIA-202404-2113

2a Name:

Formative Evaluation Youth Message Testing

3 The subject of this PIA is which of the following?

- ☐ General Support System (GSS)
- ☐ Major Application
- ☐ Minor Application (stand-alone)
- ☐ Minor Application (child)
- ☒ Electronic Information Collection
- ☐ Unknown

3a Identify the Enterprise Performance Lifecycle Phase of the system.

Implementation

3b Is this a FISMA-Reportable system?

- ☐ Yes
- ☒ No

4 Does the system include a Website or online application available to and for the use of the general public?

- ☐ Yes
- ☒ No

5 Identify the operator.

- ☒ Agency
- ☐ Contractor

6 Point of Contact (POC):

POC Title

Campaign Lead

POC Name

Jasmine Kenney

POC Organization

NCIPC/DOP

POC Email

hbu2@cdc.gov

POC Phone

404-639-0826

7 Is this a new or existing system?

- ☒ New
- ☐ Existing

8 Does the system have Security Authorization (SA)?

- ☐ Yes
- ☒ No

8b Planned Date of Security Authorization

☒ Not Applicable

8c	Briefly explain why security authorization is not required	N/A
10	Describe in further detail any changes to the system that have occurred since the last PIA.	N/A
11	Describe the purpose of the system.	The Centers for Disease Control and Prevention's (CDC) National Center for Injury Prevention and Control (NCIPC), Division of Overdose Prevention (DOP) is seeking to develop a youth-focused campaign to communicate the mental/behavioral health impacts and risk awareness and outcomes related to substance use, drug overdose, and addiction. The information collected will be used to: 1. Inform the development of a youth-focused campaign centered on increasing awareness of risks and outcomes related to drug use, drug overdose, and mental health.
12	Describe the type of information the system will collect, maintain (store), or share. (Subsequent questions will identify if this information is PII and ask about the specific data elements.)	For each activity, respondents will be given a series of items (i.e., tasks) to read and respond to. Each activity will be made up of approximately 20 to 23 tasks. Tasks will collect information related to knowledge, attitudes, behaviors about substance use and mental health, and perceptions of campaign concepts and messages related to substance use and mental health. Responses will consist of typed responses from each participants including short answer responses, results from selecting between two or more stimuli, a numeral ranking or Likert-response to stimuli, and other similar prompts. Example activities might include open-response questions, rating prompts, and ranking activities for the stimuli. Example stimuli include campaign posters, taglines, messages, and social media posts.
13	Provide an overview of the system and describe the information it will collect, maintain (store), or share, either permanently or temporarily.	No PII will be collected during this data collection effort. During data collection activities, participants will only be identified by their first name and last initial, with no accompanying profile picture, to protect their privacy and to increase their comfort level with the discussion. None of the questions, prompts, or data elements in the activities will require participants to share information about themselves that is private or sensitive, although participants may share whatever they choose. All participants will be informed that all responses are voluntary, and they do not have to respond to any questions that they do not wish to answer.
14	Does the system collect, maintain, use or share PII?	☐ Yes ☒ No
REVIEWER QUESTIONS: The following section contains Reviewer Questions which are not to be filled out unless the user is an OPDIV Senior Officer for Privacy.		
Reviewer Questions		Answer
1	Are the questions on the PIA answered correctly, accurately, and completely?	☒ Yes ☐ No
Reviewer Notes		

Reviewer Questions		Answer
2	Does the PIA appropriately communicate the purpose of PII in the system and is the purpose justified by appropriate legal authorities?	☒ Yes ☐ No
Reviewer Notes		
3	Do system owners demonstrate appropriate understanding of the impact of the PII in the system and provide sufficient oversight to employees and contractors?	☐ Yes ☐ No
Reviewer Notes		
4	Does the PIA appropriately describe the PII quality and integrity of the data?	☐ Yes ☐ No
Reviewer Notes		
5	Is this a candidate for PII minimization?	☐ Yes ☐ No
Reviewer Notes		
6	Does the PIA accurately identify data retention procedures and records retention schedules?	☐ Yes ☐ No
Reviewer Notes		
7	Are the individuals whose PII is in the system provided appropriate participation?	☐ Yes ☐ No
Reviewer Notes		
8	Does the PIA raise any concerns about the security of the PII?	☒ Yes ☐ No
Reviewer Notes	Program confirmed that the initial data collector, which is external to CDC, will manually clean all data prior to transfer to CDC.	
9	Is applicability of the Privacy Act captured correctly and is a SORN published or does it need to be?	☐ Yes ☒ No
Reviewer Notes		
10	Is the PII appropriately limited for use internally and with third parties?	☐ Yes ☐ No
Reviewer Notes		
11	Does the PIA demonstrate compliance with all Web privacy requirements?	☐ Yes ☐ No
Reviewer Notes		
12	Were any changes made to the system because of the completion of this PIA?	☐ Yes ☐ No

Reviewer Questions		Answer	
Reviewer Notes			
General Comments	It was determined that since this activity will involve the use of national survey panels from various markets, the collection of first name and first initial of last name does not have probability of identifiability of a specific individual.		
OPDIV Senior Official for Privacy Signature		HHS Senior Agency Official for Privacy	