

Request for Approval under the “Generic Clearance for the Collection of Customer Feedback” (OMB Control Number: 0970-0401)

TITLE OF INFORMATION COLLECTION: Feedback for the Adolescent Development Products and *We Think Twice* Digital Media Campaign

PURPOSE AND USE: The Family and Youth Services Bureau (FYSB) has a digital media campaign called *We Think Twice*TM. The purpose of the planned activities is to gather feedback on proposed products, messages, and concepts to inform a creative campaign focused on promoting positive youth development, avoiding risky behaviors, setting goals, and engaging in healthy relationships as well as other related topics. The digital media campaign’s products are developed leveraging input and feedback from youth. Similar activities were approved under this umbrella generic on December 14, 2023. Since approval, the campaign team is looking to develop several new products and topic ideas and would like to get approval on additional questions for the 2024-2025 school year.

The work conducted under this generic clearance has been and will continue to be used to inform the development of youth materials and messages.

The contractor (RTI International) will conduct all feedback and information collection related to the proposed approach. Participating youth will be screened to facilitate recruitment of participants, who we call “Insiders,” into the voluntary platform. The screener questions are intended to help us recruit and engage participants who represent a diverse sample of adolescents in the U.S. (racial/ethnic background, geographic area, age, gender/sexual orientation, and educational diversity). (See accompanying “Insider Screener Questions.”) This is necessary to gather feedback from the intended audiences for the *We Think Twice* campaign.

DESCRIPTION OF RESPONDENTS: Respondents include diverse groups of youth and young adults aged 13–21 years old from different regions around the U.S., with targeted recruitment of high-risk youth to help ensure a wide range of youth voices are heard.

TYPE OF COLLECTION: (Check one)

☐ Customer Comment Card/Complaint Form
☐ Usability Testing (e.g., Website or Software)
☐ Focus Group

☐ Customer Satisfaction Survey
☐ Small Discussion Group
☒ Other: Remote product/message testing

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. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.

6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name and affiliation: Resa Matthew, Director, Division of Data, Performance, and Policy

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? ☒ Yes ☐ No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? ☐ Yes ☒ No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? ☐ Yes ☒ No

PII (including first name, race/ethnicity, zip code, date of birth, and email), may be collected from participants during screening. These data are collected to help us ensure the participants recruited and engaged represent a diverse sample of adolescents in the U.S. (racial/ethnicity, geographic area, age, gender/sexual orientation, and educational diversity). The data are also needed to communicate directly with adolescents, such as for providing them with their gift cards. See **Appendix A** for the online screening questionnaire.

Tokens of Appreciation or Honoraria:

Will a token of appreciation or honoraria be provided to participants? ☒ Yes ☐ No

Consistent with the prior approval 2023 and the ongoing work in this area, participants will be offered tokens of appreciation of \$15 as a gift card for food (e.g., Starbucks), music (e.g., iTunes), or general merchandise (e.g., Amazon) for sharing their feedback. Because participants often have competing demands for their time, tokens of appreciation are used to encourage participation. The amounts for this project were determined through discussions with the contractor, recruitment firms, and FYSB staff with expertise in recruiting participants and conducting interviews about avoiding risky behavior and similar health topics. Participants earn points in appreciation for their participation in activities on the platform. Every 75 points earned (equivalent to about 1 hour spent) is redeemable for a \$15 gift card.

Numerous empirical studies have shown that tokens of appreciation can significantly increase response rates.ⁱ Tokens of appreciation are also necessary to ensure there is sufficient representation from certain groups that are more difficult to recruit such as low socio-economic groups and high-risk populations.ⁱⁱ Appropriate amounts help encourage youth to participate and provide feedback that contributes to the development of clear, persuasive messages and products designed for youth to promote healthy behaviors while discouraging risky behaviors, consistent with the project's goals.

BURDEN HOURS

We anticipate that 50 new respondents will complete the registration screener, joining an existing cadre of respondents. Each year, we expect up to 150 discrete respondents will complete activities that are posted throughout the year. Participants can choose to complete as many or as few activities as they would like. Because activities take about 20 minutes to complete, we are calculating 495 burden hours for 10 individual responses per respondents.

Information Collection	Category of Respondent	No. of Respondents	No. of Responses per Respondent	Estimated Time per Response	Burden Hours
Remote testing (Screening questions for new registrants)	Individuals	50	1	10 minutes (0.17 hours)	9
Remote testing	Individuals	150	10	20 minutes (0.33 hours)	495
Totals:		200	11		504

FEDERAL COST: The estimated annual cost to the federal government is **\$39,000 per year** for 3 years

Item/Activity	Details	\$ Amount
FYSB oversight of contractor and project	10% of FTE: GS-13 Program Specialist and 15% of FTE for contractor staff	\$4,000 \$5,000
Recruitment, data collection including tokens of appreciation, materials, online platform hosting, analysis, travel, overhead and reporting (contractor)	Labor hours and ODCs	\$30,000
Total per year for a total of 3 years		\$39,000

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?
[X] 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.

Participants are part of an online, nonprobability purposeful panel. Input they provide is not generalizable to the general population. Panel participants are recruited through a variety of means, including both Instagram and outreach to FYSB-funded grantees. The goal is to have a diverse group of youth and young adults aged 13–21 from different regions around the U.S., with targeted recruitment of high-risk youth to ensure their voices are heard. Of note, the community of youth for this contract includes and expands the community of youth from the previous Sexual Risk Avoidance contract, which had an existing approval.

Participant feedback consists of up to 96 asynchronous remote testing activities per year. An average of 6-8 remote testing activities will be posted monthly, or up to 96 annually, to the online platform of youth panelists, called “Insiders,” who have created logins and avatar profiles to retain anonymity. These youth panelists will have the opportunity to participate in as few or as many of the monthly activities as they want. Most youth participants will be recruited through social media advertisements. In some cases, the contractor may supplement the youth population from youth-serving grantee organizations.

Screening data will be collected using a standardized screening instrument to facilitate recruitment of participants into the project for remote testing. The screener will be completed through the online platform as part of private profile set-up. The recruiters will then collect or confirm the names, emails, and phone numbers of the eligible individuals who agree to participate. Recruiters will also confirm that youth assent and parental consent (if applicable) forms have been returned before granting full access to the platform. This information will be used to send participants confirmation of their participation in the information collection. All screening information will be stored on a secure drive and will not be connected with the participant's ID or other information for the online system.

The intent of this gathering of information is for feedback and design purposes only and is not considered research.

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

The survey instruments are attached along with this form as Attachments A and B.

- ⁱ Abdelazeem, B. et al. (2023). Does usage of monetary incentive impact the involvement in surveys? A systematic review and meta-analysis of 46 randomized controlled trials. *PLoS One*, 18.
- ⁱⁱ Smith, M.G. et al. (2019). Effectiveness of incentives and follow-up on increasing survey response rates and participation in field studies. *BMC Medical Research Methodology*, 19.