

Request for Approval under the “Voluntary Partner Surveys to Implement Executive Order 12862” (OMB Control Number: 0906-0084)

TITLE OF INFORMATION COLLECTION:

National Maternal Mental Health Hotline

PURPOSE:

Provide a national, confidential maternal mental health hotline (“hotline”) staffed by qualified counselors, 24 hours a day, 7 days a week, 365 days a year. Counselors provide immediate psychosocial support, evidence-based information, brief intervention, resources and referrals via telephone, text, and live web chat, to pregnant or postpartum persons experiencing symptoms of perinatal mental health conditions and their support persons/loved ones (“help-seekers”).

Data are collected by hotline counselors during interactions with help-seekers that contact the hotline by telephone, text, and web chat. Following each interaction, help-seekers are invited to complete a satisfaction survey.

The hotline is contractor owned and contractor operated. For the purposes of this contract, the contractor is assumed to own and manage the individual client level data collected. For the purposes of quality control, hotline operational improvements, performance measures, and capacity management, only extracted de-identified aggregate datasets shall be submitted to HRSA upon request.

DESCRIPTION OF RESPONDENTS:

There are three key target audiences for the hotline:

1. Diverse pregnant and postpartum people and new parents.
2. Family, household members, and other loved ones (e.g., fathers, partners, grandmothers, other family members and friends who influence them).
3. Providers of healthcare, early childhood, and social and human services who are frequent touchpoints for the target population and can refer them to the hotline.

TYPE OF COLLECTION: (Check one)

- | | |
|--|--|
| ☐ Customer Comment Card/Complaint Form | ☒ Customer Satisfaction Survey |
| ☐ Usability Testing (e.g., Website or Software) | ☐ Small Discussion Group |
| ☐ Focus Group | ☐ Other: |

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: Peter LaMois

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

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? ☐ Yes ☒ No

BURDEN HOURS:

The estimated burden hours are based on an estimate of 2,500 respondents per month or 30,000 respondents per year. We estimate approximately 10% of respondents will participate in the satisfaction survey.

Category of Respondent	No. of Respondents (estimated)	Participation Time (hours)	Burden Hours Total
Hotline Calls	21,000	0.26	5,460
Hotline Texts	5,400	0.5	2,700
Hotline Web Chats	3,600	0.35	1,260
Satisfaction Survey Respondents	3,000	0.08	240
Totals	33,000		9,660

FEDERAL COST:

The estimated annual cost to the federal government is \$2,048,789 for service provision, data collection/reporting, and oversight.

Item	FTE	Grade/Annual Salary	Hourly Salary	Effort	Annualized Cost
HRSA/MCHB/DHSPS/Data Analyst	2.0	GS-13-1† \$176,943	\$84.78	5%	\$17,694.30
Project Director*	1.0	\$165,500.00	\$79.57	10%	\$16,550.00
Hotline Services Manager*	1.0	\$92,700.00	\$44.57	35%	\$32,445.00
Data Manager/CQI Specialist*	1.0	\$75,000.00	\$36.06	100%	\$75,000.00
Clinical Supervisors*	2.0	\$86,500.00	\$41.59	20%	\$34,600.00
Manager, Clinical Services*	1.0	\$90,000.00	\$43.27	20%	\$18,000.00
Hotline Counselors*	28.5	\$65,070.18	\$31.28	100%	\$1,854,500.00

†Hourly basic rate based on GS-13 Step 1 and adjusted for the Locality Pay Area of Washington-Baltimore-Arlington, DC-MD-VA-WV-PA effective January 2024. Federal staff salary is multiplied by 1.5 to account for overhead costs.

*Contractor salaries are loaded and include fringe benefits (e.g., costs for health insurance, travel, paid vacation). The fringe rate is 38% for full-time staff.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

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?
☐ 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?

The hotline is available 24 hours a day, 7 days a week, 365 days a year and provides immediate psychosocial support, evidence-based information, brief intervention, resources and referrals via telephone, text, and live web chat, to pregnant or postpartum persons at risk of, or affected by, maternal mental health and substance use disorders, and their families or household members (“help seekers”). There are 3 key target audiences for the hotline:

1. Diverse pregnant and postpartum people and new parents.
2. Family, household members and other loved ones (e.g., fathers, partners, grandmothers, other family members and friends who influence them).
3. Providers of health care, early childhood, and social and human services who are frequent touchpoints for the target population and can refer them to the hotline.

The satisfaction survey is only offered to customers of the hotline that agree to receive the survey during their conversation with the hotline counselor. We estimate that approximately 10% of hotline customers will agree to receive the satisfaction survey.

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: Text Message
2. Will interviewers or facilitators be used? ☒ Yes ☐ No

Find instruments, instructions, and scripts in the following appendices:

Attachment 1: NMMHH-Data Dictionary OMB

Attachment 2: NMMHH-Script