

Supporting Statement for Request for Clearance
Section B: Collection of Information Employing Statistical Methods

Prevention Communication Formative Research

OMB No. 0990-0281

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Due to the nature of the research proposed, information will not be collected requiring statistical analysis employing statistical methods.

1. Respondent Universe and Sampling Methods

A large majority of research proposed in this clearance request will utilize a convenience sample. ODPHP will partner with community organizations and other healthcare organizations to recruit a sample that meets the demographic characteristics we are interested in. The other method that will be used for recruiting participants is hiring a recruitment firm that will recruit participants from their databases that meet our criteria.

2. Procedures for the Collection of Information

Information will not be collected requiring statistical analysis employing statistical methods.

3. Methods to Maximize Response Rates and Deal with Nonresponse

ODPHP will not conduct mail or phone based surveys which cuts down on nonresponse issues. As mentioned above, a majority of the research will be done with a convenience sample, and participants will be remunerated to cut down on no shows. In the past we have had a very low 'no show' rate of 10% on average.

4. Tests of Procedures of Methods to be Undertaken

ODPHP often pre-tests focus group, interview, and survey questions with less than 10 people to make sure the questions and concepts are understandable. These pre-tests are done before ODPHP submits the memo to OMB for each formative input session.

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

ODPHP uses a number of contracting firms to conduct formative research. Contractors are chosen for research projects on a competitive basis. Specific names and contact information of contractors who will design, collect, and analyze data will be included in the memo provided to OMB for each formative input session to be conducted.